

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 20, 1986

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	34.6	29,720
2	FAMILY TIES	30.7	26,370
3	MURDER, SHE WROTE#	25.8	22,160
4	CHEERS	23.3	20,010
4	60 MINUTES	23.3	20,010
6	WHO'S THE BOSS?	22.2	19,070
7	GOLDEN GIRLS	21.8	18,730
8	NBC SUNDAY NIGHT MOVIE	21.7	18,640
9	PERFECT STRANGERS	20.8	17,870
10	DYNASTY	20.3	17,440
11	DREAM WEST PART 3(S)	20.1	17,270
11	NIGHT COURT	20.1	17,270
13	DALLAS#	20.0	17,180
13	KATE & ALLIE	20.0	17,180
15	NEWHART	19.8	17,010
16	DREAM WEST PART 1(S)	19.5	16,750
17	MOONLIGHTING	19.2	16,490

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	27.0	60,600
2	FAMILY TIES	23.2	52,160
3	WHO'S THE BOSS?	15.9	35,650
4	CHEERS	15.3	34,240
5	MURDER, SHE WROTE#	15.0	33,730
6	NBC SUNDAY NIGHT MOVIE	14.8	33,320
7	GOLDEN GIRLS	13.8	30,960
8	PERFECT STRANGERS	13.5	30,240
9	MOONLIGHTING	13.1	29,430
10	60 MINUTES	13.1	29,400
11	KATE & ALLIE	12.9	29,030
12	NIGHT COURT	12.9	28,880
13	ABC SUNDAY NIGHT MOVIE	12.6	28,360
14	DALLAS#	12.6	28,230
15	VALERIE	12.5	28,030

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	28.3	25,330
2	FAMILY TIES	25.6	22,900
3	MURDER, SHE WROTE#	21.4	19,210
4	NBC SUNDAY NIGHT MOVIE	19.0	16,990
5	GOLDEN GIRLS	18.5	16,580
6	DYNASTY	18.2	16,340
7	WHO'S THE BOSS?	17.9	16,070
8	DALLAS#	17.3	15,530
9	CHEERS	17.2	15,370
10	KNOTS LANDING	17.2	15,360
11	60 MINUTES	17.1	15,320
12	KATE & ALLIE	16.9	15,170
13	PERFECT STRANGERS	16.3	14,570
14	MOONLIGHTING	16.2	14,510
15	NEWHART	16.1	14,410

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	20.7	16,700
2	FAMILY TIES	17.9	14,460
3	60 MINUTES	16.1	12,980
4	NBC SUNDAY NIGHT MOVIE	15.1	12,200
5	CHEERS	14.9	12,030
6	MURDER, SHE WROTE#	14.8	11,990
7	NIGHT COURT	13.0	10,540
8	DREAM WEST PART 1(S)	13.0	10,530
9	DALLAS#	13.0	10,510
10	CBS SPECIAL MOVIE PRES(S)	12.3	9,940
11	HUNTER#	12.0	9,680
12	ABC SUNDAY NIGHT MOVIE	11.9	9,590
13	NBC MONDAY NIGHT MOVIES#	11.8	9,560
14	WHO'S THE BOSS?	11.6	9,390
15	NEWHART	11.4	9,200
16	DREAM WEST PART 3(S)	11.1	8,940
17	FALCON CREST#	11.0	8,890
18	A TEAM	11.0	8,850

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 20, 1986

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	28.3	16,010
2	FAMILY TIES	27.8	15,700
3	MOONLIGHTING	19.5	11,040
4	NBC SUNDAY NIGHT MOVIE	19.3	10,900
5	CHEERS	18.8	10,630
6	WHO'S THE BOSS?	17.8	10,070
7	DYNASTY	17.5	9,900
8	NIGHT COURT	16.7	9,410
9	PERFECT STRANGERS	16.4	9,290
10	KNOTS LANDING	16.2	9,160
11	GOLDEN GIRLS	15.6	8,800
12	FACTS OF LIFE	14.5	8,220
13	MIAMI VICE	14.3	8,070
14	KATE & ALLIE	14.2	8,010
15	ABC MONDAY NIGHT MOVIE	14.1	7,990

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE#	36.8	10,100
2	BILL COSBY SHOW	30.2	8,300
3	60 MINUTES	29.8	8,130
4	DREAM WEST PART 3(S)	26.1	7,170
5	DALLAS#	25.5	7,010
6	GOLDEN GIRLS	24.6	6,760
7	CBS SPECIAL MOVIE PRES(S)	23.8	6,520
8	FAMILY TIES	23.1	6,330
9	FALCON CREST#	23.0	6,310
10	DREAM WEST PART 2(S)	22.1	6,080
11	DREAM WEST PART 1(S)	21.1	5,790
12	KATE & ALLIE	20.9	5,730
13	NEWHART	20.8	5,710
14	HIGHWAY TO HEAVEN	19.4	5,330
15	20/20	18.8	5,150
16	DYNASTY	18.7	5,130
17	KNOTS LANDING	18.0	4,940
18	CRAZY LIKE A FOX	17.9	4,900
19	NBC SUNDAY NIGHT MOVIE	17.7	4,870

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	20.0	10,970
2	FAMILY TIES	18.9	10,380
3	CHEERS	16.4	8,970
4	NBC SUNDAY NIGHT MOVIE	15.4	8,440
5	NIGHT COURT	14.5	7,950
6	ABC SUNDAY NIGHT MOVIE	13.2	7,220
7	NBC MONDAY NIGHT MOVIES#	12.1	6,640
8	MOONLIGHTING	12.1	6,630
9	WHO'S THE BOSS?	11.7	6,420
10	DISNEY SUNDAY MOVIE	11.4	6,270
11	NEWHART	11.0	6,040
12	ABC MONDAY NIGHT MOVIE	10.7	5,870
13	HUNTER#	10.6	5,790
14	MIAMI VICE	10.4	5,730
15	DALLAS#	10.4	5,700

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE#	29.3	6,090
2	60 MINUTES	28.9	6,000
3	DREAM WEST PART 1(S)	23.8	4,940
4	BILL COSBY SHOW	23.7	4,930
5	DREAM WEST PART 3(S)	23.5	4,870
6	CBS SPECIAL MOVIE PRES(S)	21.0	4,360
7	DREAM WEST PART 2(S)	19.8	4,110
8	DALLAS#	19.5	4,050
9	FAMILY TIES	16.9	3,510
10	GOLDEN GIRLS	16.1	3,350
11	FALCON CREST#	15.7	3,250
12	MAGNUM, P.I. SPECIAL(S)	15.6	3,230
13	HUNTER#	15.5	3,210
14	CBS EVENING NEWS-RATHER	15.4	3,190
15	MAGNUM, P.I.	15.1	3,140
16	21ST COUNTRY MUSIC AWARDS(S)	15.1	3,130
17	20/20	15.0	3,120
18	CRAZY LIKE A FOX	14.9	3,100
19	NBC NIGHTLY NEWS	14.3	2,970
20	HIGHWAY TO HEAVEN	14.2	2,940
21	NEWHART	14.1	2,930

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
*EVENING																																	
A TEAM						26	205	198	A	14.8	23	1271	1854	652	263	730	206	397	355	359	293	697	282	430	384	308	226	175	84^	252	174		
1 TUE.						8.00P	60	NBC A	99	99	B	17.1	26	1469	1846	653	286	728	231	408	375	327	277	657	221	393	362	312	220	159	52	302	212
2 TUE.						8.00P	120																										
						8.00 - 8.30			A	13.9	21	1194	1924	666	245	727	194	367	343	364	311	678	270	389	356	304	239	214	116	305	198		
						8.30 - 9.00			A	15.5	24	1331	1933	665	251	732	212	394	356	366	295	711	303	433	394	304	234	179	80^	311	202		
						9.00 - 9.30			A	15.1	23	1297	1682	627	280	713	207	406	358	326	277	666	264	434	391	274	205	164^	86^	139^	119^		
						9.30 - 10.00			A	15.0	23	1289	1725	618	306	738	212	445	376	369	262	729	272	498	412	356	205^	115^	32^	143^	124^		
ABC BUSINESS BRIEF-MON							13		185	A	10.5	15	902	1971	752	342	864	231^	474	416	426	355	784	256^	479	430	445	260^	79^	17	244^	173^	
2 MON.						8.58P	1	ABC N	90	B	13.3	20	1142	1678	596	265	662	222	383	350	320	234	770	267	475	460	384	238	97	42	149	99	
ABC BUSINESS BRIEF-WED							26	191	189	A	15.6	24	1340	1769	738	326	825	290	473	422	374	282	594	175	361	368	327	187	191	71^	159	114	
1 WED.						9.38P	1	ABC N	92	91	B	15.1	23	1297	1720	704	290	785	281	458	399	346	272	549	205	351	326	244	169	156	74	230	165
2 WED.						8.58P	1																										
ABC BUSINESS BRIEF-FRI							27	186	187	A	13.3	23	1142	1856	769	268	856	277	440	421	343	358	386	113^	200	188	161	180	162	91^	452	332	
1 FRI.						8.43P	1	ABC N	87	89	B	13.4	22	1151	1811	772	292	860	266	451	434	362	350	443	121	220	226	206	190	137	95	371	226
2 FRI.						8.44P	1																										
ABC MONDAY NIGHT MOVIE							13	205	206	A	16.0	26	1374	1706	814	292	896	324	582	512	403	271	633	265	427	391	267	167	75^	36^	102	83^	
1 MON.						9.00P	120	ABC FF	99	97	B	15.2	23	1306	1675	790	354	881	328	559	498	409	256	587	206	362	349	285	176	119	71	88	61
2 MON.						9.39P	120																										
						9.00 - 9.30			A	16.3	25	1400	1555	787	359	896	278	518	483	408	324	473	196	305	279	194	161^	78^	69^	108^	108^		
						9.30 - 10.00			A	15.6	23	1340	1697	826	338	894	288	558	521	423	287	575	239	381	354	244	165	81^	43^	147	113		
						10.00 - 10.30			A	16.5	26	1417	1735	855	299	923	332	616	539	425	262	626	258	421	396	268	161	77^	35^	109	90^		
						10.30 - 11.00			A	16.5	28	1417	1686	811	273	902	327	585	501	401	278	634	263	431	400	271	162	70^	26^	80^	67^		
						11.00 - 11.30			A	15.0	28	1289	1845	765	193^	843	389	622	507	343	203^	865	387	612	520	355	190^	82^	21^	55^	36^		
						11.30 - 12.00			A	14.5	31	1246	1571	660	115^	726	333	486	402	296	214^	712	285	467	433	327	173^	58^	19^	75^	26^		
ABC NEWSBRIEF-MON							28	183	188	A	14.3	23	1228	1598	789	319	870	253	533	492	415	307	548	201	361	336	240	161	70^	40^	110^	100^	
1 MON.						9.55P	2	ABC N	91	92	B	13.1	20	1125	1709	729	314	810	275	480	443	381	270	606	200	357	349	292	203	141	74	152	100
2 MON.						10.39P	1																										
ABC NEWSBRIEF-TUE							28	182	182	A	14.3	22	1228	1709	724	334	848	398	627	494	338	173	500	188	376	371	257	105^	174	98^	187	135	
TUE.						9.58P	1	ABC N	91	92	B	14.3	22	1228	1734	749	360	853	369	600	506	375	208	571	232	399	385	264	136	167	94	143	95
ABC NEWSBRIEF-WED							28	188	187	A	16.1	26	1383	1580	885	346	966	340	579	533	455	313	463	152	265	278	208	157	71^	35^	80^	56^	
1 WED.						10.38P	1	ABC N	92	92	B	17.6	27	1512	1594	841	353	936	327	545	488	412	329	472	172	277	263	204	163	104	66	82	52
2 WED.						9.58P	1																										
ABC NEWSBRIEF-THU							28	186	184	A	12.6	20	1082	1597	895	337	987	292	522	485	493	395	481	131	217	201	200	221	37^	20^	92^	84^	
THU.						9.58P	1	ABC N	92	92	B	11.8	18	1014	1592	791	292	869	258	463	438	409	342	518	163	277	273	237	199	104	61	101	68
ABC NEWSBRIEF-FRI							28	183	182	A	8.8	15	756	1630	662	322	763	284	440	380	347	251	387	126^	224	218	187	142^	158^	64^	322	262	
1 FRI.						9.28P	1	ABC N	91	92	B	8.3	13	713	1696	645	285	755	281	460	410	335	250	499	154	295	278	260	170	163	104	279	201
2 FRI.						9.58P	1																										
ABC NEWSBRIEF-SAT.							28	183	185	A	9.2	17	790	2061	912	408	1020	368	618	529	474	347	555	173	297	297	299	202	223	137^	263	152^	
1 SAT.						9.58P	1	ABC N	93	92	B	10.5	18	902	1666	724	308	813	228	422	398	385	340	592	177	322	320	290	227	107	52	154	104
2 SAT.						10.02P	1																										
ABC NEWSBRIEF-SUN.							28	185	189	A	13.1	20	1125	2235	762	352	887	355	634	530	422	217	747	340	557	494	333	157	262	126	339	254	
1 SUN.						9.58P	1	ABC N	93	93	B	15.0	22	1289	1840	701	330	780	311	526	482	361	204	733	289	510	477	350	177	153	63	174	114
2 SUN.						9.48P	1																										
ABC SPORTS UPDATE-SAT							26	190	188	A	6.9	12	593	2007	709	285	851	331	475	404	345	321	743	253	444	444	355	243	213^	83^	200^	148^	
SAT.						8.58P	1	ABC SN	93	93	B	8.3	14	713	1736	716	277	796	230	420	385	381	323	606	191	338	335	279	228	144	60	190	135





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK	START	DUR	NET	TYPE	PROG.	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		TOTAL LADY WORK-ING		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
#	DAY	TIME				WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	PERSONS (2+)	OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																															
CBS EVENING NEWS-SUN(B)						90		A	3.2	7	275	1273	680	259	713	167	193	193	313	520	560	69	156	175	196	385	LT	LT	LT	LT	
1	SUN.	6.00P	20	CBS	N	42																									
CBS EVENING NEWS-SUNDAY						19	185	182	A	9.5	20	816	1431	661	200	684	73	181	270	310	414	679	189	332	326	275	318	56	28	12	LT
1	SUN.	6.20P	10	CBS	N	90	89	B	8.8	16	756	1496	667	204	708	111	255	277	343	399	675	176	329	324	315	315	54	27	59	34	
2	SUN.	6.00P	30																												
CBS SAT. NEWS-SCHIEFFER						21	180	180	A	8.1	18	696	1282	711	234	741	136	236	278	289	447	489	50	139	190	240	299	9	LT	43	34
	SAT.	6.30P	30	CBS	N	92	92	B	8.8	17	756	1478	638	204	683	102	228	259	322	402	644	140	283	300	303	321	76	33	75	35	
CBS SATURDAY NIGHT MOVIE						27	203	199	A	11.0	20	945	1442	688	252	711	118	274	320	364	385	594	120	274	292	334	264	45	28	92	86
	SAT.	9.00P	120	CBS	FF	96	94	B	12.4	21	1065	1778	717	321	791	275	496	454	379	240	660	240	427	419	334	182	157	56	170	119	
	9.00 - 9.30							A	9.4	16	807	1442	670	218	711	150	297	335	333	366	597	140	273	288	309	271	45	45	89	76	
	9.30 - 10.00							A	10.8	19	928	1405	711	243	729	129	281	320	364	401	598	128	285	297	324	265	29	29	49	42	
	10.00 - 10.30							A	11.9	22	1022	1484	687	266	700	99	258	310	368	390	606	119	282	305	349	266	51	20	127	123	
	10.30 - 11.00							A	12.1	23	1039	1389	664	272	687	100	260	309	369	371	561	94	253	276	342	249	47	16	94	94	
CBS SPECIAL MOVIE PRES(S)						206		A	19.0	33	1632	1601	768	256	859	179	413	426	426	398	610	138	296	321	355	267	22	17	110	56	
2	FRI.	9.00P	120	CBS	FF	99																									
	9.00 - 9.30							A	17.7	30	1520	1621	764	272	889	222	446	428	412	402	583	139	288	327	337	256	18	18	131	59	
	9.30 - 10.00							A	18.9	33	1624	1662	769	261	889	204	442	433	429	401	598	149	307	331	343	244	31	19	144	71	
	10.00 - 10.30							A	20.0	35	1718	1562	772	246	829	150	381	417	429	400	621	137	293	306	356	276	20	15	92	51	
	10.30 - 11.00							A	19.4	36	1666	1558	765	245	835	143	386	425	430	396	627	124	294	310	377	291	15	15	81	43	
CBS WEDNESDAY NIGHT MOVIE						5	204	202	A	13.6	22	1168	1712	753	377	887	310	502	418	382	335	587	166	346	342	320	199	141	108	97	73
1	WED.	9.09P	120	CBS	FF	99	99	B	13.4	22	1151	1696	717	313	826	290	494	432	368	280	619	208	383	358	318	192	138	85	113	71	
2	WED.	9.00P	120																												
	9.00 - 9.30							A	12.7	19	1091	1761	737	388	888	316	532	430	369	317	609	151	364	365	358	202	148	104	116	88	
	9.30 - 10.00							A	13.2	20	1134	1772	777	385	908	319	518	426	385	342	611	170	367	358	338	202	147	110	106	86	
	10.00 - 10.30							A	14.3	23	1228	1708	742	385	883	327	506	403	370	328	564	155	323	328	306	195	156	130	105	71	
	10.30 - 11.00							A	14.2	25	1220	1625	741	370	871	287	471	417	398	342	563	176	332	324	292	192	122	95	69	53	
	11.00 - 11.30							A	13.5	28	1160	1514	761	257	822	231	424	403	409	348	591	220	361	351	259	206	41	19	60	33	
CHEERS						28	209	206	A	23.3	35	2001	1711	696	320	769	305	531	482	328	199	600	251	448	410	278	123	171	84	171	118
	THU.	9.00P	30	NBC	CS	99	99	B	23.8	35	2044	1848	760	389	850	377	588	518	346	212	636	298	466	430	262	137	172	87	190	127	
CRAZY LIKE A FOX						3	206	206	A	13.3	24	1142	1574	739	267	798	131	305	340	378	428	575	90	251	265	318	272	41	24	160	69
	SAT.	8.00P	60	CBS	PD	99	98	B	12.6	23	1082	1580	751	278	809	137	322	351	384	430	574	106	248	264	302	277	46	23	151	75	
	8.00 - 8.30							A	13.0	24	1117	1539	730	255	789	129	297	332	365	434	565	72	246	265	325	269	41	24	144	58	
	8.30 - 9.00							A	13.7	24	1177	1587	742	275	797	130	308	344	384	419	576	107	253	262	304	269	38	24	176	80	
DALLAS						27	207		A	20.0	33	1718	1643	784	297	904	258	435	424	381	408	611	175	331	335	299	235	45	17	83	60
1	FRI.	9.00P	60	CBS	GD	99		B	21.9	35	1881	1628	861	338	939	269	485	454	426	397	514	163	270	271	223	211	71	38	104	71	
	9.00 - 9.30							A	18.8	31	1615	1643	775	289	901	253	424	421	372	416	616	175	330	336	296	243	38	10	88	64	
	9.30 - 10.00							A	21.1	35	1812	1645	796	304	910	265	446	428	390	403	608	176	332	334	302	232	50	22	77	59	
DISNEY SUNDAY MOVIE						11	208	206	A	12.7	21	1091	2360	779	373	852	402	621	555	339	167	745	377	573	477	314	127	225	137	538	349
1	SUN.	7.00P	120	ABC	FF	99	98	B	14.1	22	1211	2248	728	336	818	366	589	530	342	182	638	268	472	445	308	130	239	140	553	361	
2	SUN.	7.00P	60																												
	7.00 - 7.30							A	10.6	19	911	2325	748	336	816	379	600	534	330	168	761	382	579	460	323	135	207	117	541	346	
	7.30 - 8.00							A	12.8	22	1100	2425	757	347	829	383	603	534	337	172	749	386	589	470	315	121	207	110	640	417	
	8.00 - 8.30							A	14.0	21	1203	2271	818	408	893	432	638	574	338	171	700	352	525	470	291	123	202	139	476	288	
	8.30 - 9.00							A	15.1	22	1297	2425	843	443	926	449	681	606	366	162	766	385	594	526	330	124	297	214	436	303	
DREAM WEST PART 1(S)						207		A	19.5	29	1675	1554	759	284	806	177	362	403	459	346	627	84	281	302	394	293	90	27	31	17	
CONT'D																															

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)															
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11														
EVENING CONT'D																																									
DREAM WEST PART 1(-CONT'D																																									
1 SUN. 9.00P 120 CBS FF 99																																									
9.00 - 9.30														A	20.7	29	1778	1629	769	309	821	187	363	416	456	350	629	88^	274	291	389	302	144^	48^	35^	22^					
9.30 - 10.00														A	19.6	28	1684	1614	769	286	821	182	363	417	468	348	652	90^	292	305	396	310	103^	28^	38^	25^					
10.00 - 10.30														A	19.3	29	1658	1489	752	271	788	161	347	383	454	347	621	83^	287	303	395	288	57^	18^	23^	10^					
10.30 - 11.00														A	18.6	30	1598	1449	742	263	780	174	364	388	443	332	600	72^	267	300	396	275	45^	12^	24^	10^					
DREAM WEST PART 2(S)														207																											
2 TUE. 9.00P 120 CBS FF 99														A	18.1	29	1555	1429	750	252	810	136^	312	372	457	391	552	69^	220	266	356	264	29^	9^	38^	21^					
9.00 - 9.30														A	16.9	26	1452	1483	763	231	804	111^	273	335	479	416	531	54^	183^	238	350	279	43^	17^	105^	57^					
9.30 - 10.00														A	18.2	28	1563	1394	762	243	814	121^	295	368	464	407	543	70^	194	250	338	281	37^	16^	LT	LT					
10.00 - 10.30														A	19.0	31	1632	1416	738	273	807	154^	342	385	443	367	547	69^	237	274	350	250	26^	5^	36^	21^					
10.30 - 11.00														A	18.4	33	1581	1412	733	252	807	150^	324	391	444	376	576	75^	257	295	383	248	15^	LT	14^	7^					
DREAM WEST PART 3(S)														207																											
2 SUN. 8.00P 180 CBS FF 99														A	20.1	32	1727	1415	733	237	806	123^	293	363	427	416	518	37^	187	231	331	282	31^	LT	60^	39^					
8.00 - 8.30														A	19.5	31	1675	1407	747	263	818	109^	280	355	423	440	493	21^	161	180	310	292	18^	LT	78^	53^					
8.30 - 9.00														A	19.4	30	1666	1372	719	225	793	107^	271	336	407	429	480	10^	158^	185	317	285	43^	11^	56^	31^					
9.00 - 9.30														A	21.1	32	1812	1449	744	234	821	135^	303	364	422	425	517	35^	177	233	332	284	43^	LT	68^	31^					
9.30 - 10.00														A	20.4	31	1752	1390	715	216	786	124^	291	359	414	400	529	50^	208	258	338	271	30^	LT	45^	31^					
10.00 - 10.30														A	20.1	32	1727	1449	741	236	813	125^	303	389	455	397	544	45^	209	263	351	281	32^	LT	60^	43^					
10.30 - 11.00														A	20.1	34	1727	1417	737	246	805	139^	304	381	438	401	538	51^	207	256	340	282	19^	LT	55^	39^					
DYNASTY														26	209	209	A	20.3	32	1744	1588	861	371	937	324	567	526	451	294	507	189	314	297	213	158	75^	39^	69^	41^		

1 WED.		9.40P	60	ABC	GD	99	99	B 22.0	33	1890	1611	849	374	952	342	574	511	420	315	469	181	285	267	198	152	102	68	88	54
2 WED.		9.00P	60																										
		9.00 - 9.30						A 18.9	29	1624	1549	845	331	897	298	538	488	446	283	502	192	300	275	200	182	47^	8^v	103^	52^
		9.30 - 10.00						A 20.1	31	1727	1591	866	389	956	344	587	537	448	292	480	181	291	275	194	162	74^	37^	81	52^
		10.00 - 10.30						A 21.4	34	1838	1607	868	385	940	317	567	538	461	302	537	198	352	337	239	134^	97^	60^	33^v	19^v
		10.30 - 11.00						A 21.3	36	1830	1627	880	355	967	332	573	548	456	313	535	186	343	329	242	149	99^	59^	26^v	19^v
DYNASTY II: COLBYS																													
THU.		9.00P	60	ABC	GD	99	99	A 15.2	23	1306	1557	882	310	967	285	512	513	493	359	469	126	230	198	212	198	44^	32^	77^	70^
		9.00 - 9.30						B 15.5	23	1331	1581	839	322	935	274	490	465	435	364	450	131	234	232	210	172	106	65	90	61
		9.30 - 10.00						A 14.5	22	1246	1552	876	299	960	276	504	515	501	357	468	128	231	191	210	198	45^	35^	79^	68^
								A 15.8	24	1357	1564	892	321	979	291	522	515	492	366	468	124	230	205	214	196	41^	29^	76^	70^
EQUALIZER																													
1 TUE.		10.00P	60	CBS	PD	99	99	A 10.8	20	928	1447	641	262^	733	219^	325	330	356	345	617	189^	358	344	351	216^	60^v	42^v	37^v	21^v
		10.00 - 10.30						B 10.8	20	928	1403	638	220	704	175	317	300	339	348	561	188	328	279	272	219	63	29	75	58
		10.30 - 11.00						A 10.7	19	919	1420	633	254^	744	213^	309	314	353	375	596	197^	342	329	315	213^	45^v	32^v	35^v	17^v
								A 11.0	21	945	1455	644	267^	716	224^	339	340	357	312	626	175^	364	352	382	219^	76^	50^v	37^v	26^v
FACTS OF LIFE																													
SAT.		8.30P	30	NBC	CS	99	99	A 16.2	29	1392	1930	764	359	928	390	590	482	328	286	457	201	322	258	169	118	167	103	378	274
								B 17.8	30	1529	1940	770	327	892	326	534	468	359	308	466	182	289	254	190	146	226	144	356	271
FALCON CREST																													
1 FRI.		10.00P	60	CBS	GD	99	99	A 17.1	30	1469	1691	811	327	928	248	421	382	404	430	605	230	375	286	255	221	89^	72^	69^	64^
		10.00 - 10.30						B 18.1	30	1555	1506	842	320	918	212	427	407	431	436	443	124	214	212	202	200	70	40	75	57
		10.30 - 11.00						A 17.4	30	1495	1678	791	321	916	248	408	368	391	431	592	221	371	288	252	213	88^	71^	82^	73^
								A 16.8	30	1443	1696	828	333	938	249	434	395	417	426	615	234	378	280	257	230	89^	72^	54^	54^
FALL GUY																													
FRI.		10.00P	60	ABC	A	98	96	A 7.2	13	618	1610	746	232	810	293	504	445	393	248	540	145^	322	334	330	185^	95^	65^	165^	149^
		10.00 - 10.30						B 7.2	12	618	1620	706	255	791	266	481	461	393	259	543	117	287	293	321	212	118	70	168	127
		10.30 - 11.00						A 7.3	13	627	1584	720	244	791	306	499	438	368	235	522	138^	312	326	322	178^	85^	54^v	186^	156^
								A 7.2	13	618	1594	752	217^	812	274	501	440	410	255	543	148^	323	331	330	188^	99^	72^	140^	140^

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PROGRAM NAME						I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2			AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
										%	%	(0,000)			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																																
KNOTS LANDING																																
						26	208	208		A	18.2	31	1563	1555	878	360	982	326	586	552	484	315	467	171	299	275	227	134	46^	35^	60^	52^
	THU.	10.00P	60	CBS	GD	99	99			B	19.5	32	1675	1552	847	351	952	339	568	511	425	326	441	168	278	250	206	140	85	56	74	49
		10.00 - 10.30								A	18.1	30	1555	1578	888	367	984	317	585	552	495	320	467	169	296	278	230	134	55^	42^	72^	63^
		10.30 - 11.00								A	18.3	33	1572	1527	870	352	978	335	587	551	473	309	465	173	300	273	224	132	36^	26^	48^	42^
LAST PRECINCT																																
						2	197	196		A	11.2	19	962	1799	695	291	766	257	498	498	376	207	572	203	372	358	302	153	215	87^	246	203
	FRI.	9.00P	60	NBC	A	99	97			B	11.2	19	962	1799	695	291	766	257	498	498	376	207	572	203	372	358	302	153	215	87^	246	203
		9.00 - 9.30								A	10.8	18	928	1731	664	281	734	234	471	483	358	211	546	182	359	333	289	149	206	85^	245	200
		9.30 - 10.00								A	11.6	20	996	1848	720	297	792	279	524	514	389	199	592	216	379	378	315	158	221	86^	243	205
LOONEY BUGS BUNNY MOVIE(S)																																
								203		A	11.5	18	988	1685	611	215^	662	158^	354	341	351	276	439	91^	271	251^	262^	153^	109^	48v	475	256^
	2 TUE.	8.00P	60	CBS	EA		99			A	11.2	17	962	1655	650	234^	688	144^	367	359	367	303	424	75^	267^	239^	264^	157^	110^	52v	433	239^
		8.00 - 8.30								A	11.7	18	1005	1719	578	198^	642	174^	344	325	335	253^	456	107^	275	260^	259^	153^	106^	43v	515	271
		8.30 - 9.00								A	11.0	21	945	2031	807	421	941	336	543	461	430	345	603	207	370	339	313	199	270	195	217	105^
LOVE BOAT																																
	1 SAT.	10.00P	60	ABC	CS	98	99			B	12.7	22	1091	1644	750	327	861	253	439	403	370	368	496	166	276	255	223	187	141	83	146	101
	2 SAT.	9.00P	120							A	8.5	15	730	2070	625	428	791	279^	397	364^	367	332^	710	217^	428	407	410	239^	305^	249^	264^	82v
		9.00 - 9.30								A	10.9	20	936	2232	738	465	971	359	544	453	424	351	739	221^	460	446	436	239^	288	233^	234^	58v
		9.30 - 10.00								A	11.3	21	971	2001	866	414	974	348	578	498	448	348	560	202	344	316	274	182	253	169	214	120^
		10.00 - 10.30								A	12.0	23	1031	1954	844	403	946	332	555	465	436	346	541	199	328	289	260	182	270	188	197	123^
		10.30 - 11.00																														
MACGYVER																																
						13	203	204		A	16.8	26	1443	1778	656	290	741	256	414	387	331	265	610	197	380	375	329	185	211	86^	216	154
	1 WED.	8.40P	60	ABC	A	99	99			B	16.0	24	1374	1811	672	275	755	255	438	396	341	259	601	212	376	361	282	188	202	91	253	173
	2 WED.	8.00P	60							A	14.8	24	1271	1845	560	226	631	166^	326	311	323	257	639	174^	373	384	393	205^	314	128^	261	191^
		8.00 - 8.30								A	15.9	25	1366	1790	613	251	693	245	381	328	292	258	634	208	378	371	340	208	233	92^	230	153
		8.30 - 9.00								A	19.0	29	1632	1714	734	353	833	311	482	476	363	274	567	197	386	376	283	152^	124^	55^	190	145^
		9.00 - 9.30								A	20.4	31	1752	1724	807	387	906	332	541	533	409	289	571	212	383	372	259	147^	122^	56^	125^	96^
		9.30 - 10.00																														
MAGNUM, P.I.																																
	THU.	8.00P	60	CBS	PD	27	207	207		A	13.8	21	1185	1673	740	254	832	191	360	382	390	408	627	162	318	296	340	264	89^	42^	125	93^
		8.00 - 8.30								B	14.7	22	1263	1662	734	271	804	206	394	386	389	350	627	170	351	347	334	228	94	32	137	86
		8.30 - 9.00								A	12.5	19	1074	1643	725	228	818	179	343	373	388	411	616	161	304	286	327	266	86^	45^	123^	87^
		9.00 - 9.30								A	15.1	23	1297	1690	749	273	840	197	371	389	392	404	636	164	328	304	350	262	88^	38^	126	98^
MAGNUM, P.I. SPECIAL(S)																																
	2 FRI.	8.00P	60	CBS	PD		207	99		A	12.8	23	1100	1716	712	336	822	204^	420	377	407	378	651	145^	323	357	444	294	79^	30v	164^	87^
		8.00 - 8.30								A	12.3	22	1057	1813	730	381	872	261	486	412	421	359	667	134^	315	355	468	312	104^	35v	170^	90^
		8.30 - 9.00								A	13.3	23	1142	1622	695	292	774	151^	357	344	392	396	629	150^	327	353	422	276	59v	25v	160^	84^
MARY																																
	1 TUE.	9.00P	30	CBS	CS	3	202			A	9.5	14	816	1506	776	304^	842	182^	381	415	427	401	550	166^	274^	233^	248^	231^	59v	59v	55v	11
		9.00 - 9.30					98			B	10.0	15	859	1487	745	253	859	190	376	367	391	430	419	116	193	188	171	199	104	56	105	59
MIAMI VICE																																
	FRI.	10.00P	60	NBC	OP	27	212	213		A	15.0	27	1289	1790	700	383	842	433	627	526	335	144	596	274	444	443	263	96^	193	70^	159	112
		10.00 - 10.30					99	99		B	21.3	36	1830	1801	703	349	796	389	594	508	329	157	680	306	508	466	306	135	172	80	153	120
		10.30 - 11.00								A	14.7	26	1263	1749	676	374	811	409	601	514	327	145	600	276	446	437	266	102^	197	69^	141	94^
										A	15.3	28	1314	1820	723	389	870	456	649	539	343	142	588	271	442	444	261	89^	186	70^	176	129
MR. AND MRS. RYAN(S)																																
	1 SAT.	9.00P	60	ABC	PD		199			A	8.4	15	722	1954	873	352^	950	417	608	489	414	285^	561	219^	372	348^	291^	133^	80v	11	363^	238^
		9.00 - 9.30					98			A	7.9	13	679	1953	817	405	901	407	584	467	373^	260^	586	244^	385^	360^	276^	148^	74v	11	392	261^
		9.30 - 10.00								A	8.9	16	765	1941	917	303^	987	420	624	505	452	307^	528	192^	353	339^	301^	113^	89v	11	337^	217^



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1986 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																		
MR. BELVEDERE						26	198	200	A	14.5	25	1246	1851	771	266	852	293	446	407	322	352	369	119	187	182	142	172	194	93^	436	309			
FRI.						8.30P	30	ABC	CS	95	96	B	14.8	24	1271	1786	771	296	852	264	447	426	356	345	438	125	223	223	198	186	145	95	351	217
MR. SUNSHINE						4	197	196	A	11.2	19	962	1628	701	351	796	295	461	407	345	267	350	106^	204	203	174	135^	176	75^	306	247			
FRI.						9.00P	30	ABC	CS	97	97	B	12.4	21	1065	1662	693	314	787	290	468	421	339	257	420	116	239	241	211	159	176	94	279	219
MR. SUNSHINE-SPECIAL(S)								198	A	12.6	22	1082	1781	820	402	932	289	517	452	454	333	434	113^	270	253	257	164^	175^	57^	240^	210^			
2 FRI.						9.30P	30	ABC	CS		98																							
MOONLIGHTING						26	206	207	A	19.2	29	1649	1785	737	360	880	416	669	544	364	150	530	232	401	398	244	97	183	95	192	135			
TUE.						9.00P	60	ABC	PD	99	99	B	18.3	27	1572	1806	766	384	872	392	639	542	379	184	576	253	426	401	262	112	196	102	162	111
9.00 - 9.30									A	19.3	29	1658	1774	728	357	871	406	659	545	363	153	511	224	383	383	234	96	185	95	207	140			
9.30 - 10.00									A	19.2	30	1649	1781	739	356	879	422	671	541	360	146	545	235	417	411	257	96	181	97	176	131			
MORNINGSTAR/EVENINGSTAR						3	202		A	10.0	15	859	1546	750	309	909	133^	361	385	461	476	489	149^	252^	194^	227^	213^	45^	45^	103^	57^			
1 TUE.						8.00P	60	CBS	GD	99		B	10.0	15	859	1546	759	260	876	136	352	386	448	456	416	77	159	160	226	221	91	58	163	105
8.00 - 8.30									A	9.8	15	842	1552	725	289^	889	126^	343	365	447	470	511	166^	267^	194^	236^	222^	41^	41^	111^	58^			
8.30 - 9.00									A	10.2	15	876	1532	774	327	925	139^	374	405	474	479	466	131^	236^	190^	219^	207^	48^	48^	93^	52^			
MURDER, SHE WROTE						22	208		A	25.8	39	2216	1522	783	293	866	166	330	362	425	455	542	93^	204	252	280	275	52^	46^	62^	41^			
1 SUN.						8.00P	60	CBS	SM	99		B	25.3	37	2173	1611	807	306	890	169	378	403	449	439	564	124	259	275	295	260	71	38	86	57
8.00 - 8.30									A	25.4	39	2182	1508	783	294	870	166	330	359	421	461	545	100^	202	249	271	278	38^	38^	55^	33^			
8.30 - 9.00									A	26.2	38	2251	1532	784	294	862	167	330	363	427	450	537	85^	203	253	288	273	65^	53^	68^	49^			
NBC MONDAY NIGHT MOVIES						24	201		A	14.1	23	1211	1615	547	260	625	270	436	407	262	140^	788	281	548	501	372	192^	115^	10^	87^	51^			
1 MON.						9.00P	120	NBC	FF	99		B	18.3	27	1572	1689	747	327	847	317	532	465	382	263	553	208	350	308	255	169	143	82	146	91
9.00 - 9.30									A	14.6	22	1254	1719	565	269	653	259	436	396	274	175^	802	251	536	497	417	223	87^	11^	177^	94^			
9.30 - 10.00									A	14.3	22	1228	1586	551	273	631	280	447	402	262	144^	767	260	528	464	369	199^	104^	12^	84^	52^			
10.00 - 10.30									A	14.3	23	1228	1529	501	231	578	264	429	398	245	104^	763	283	544	497	349	171^	138^	10^	50^	29^			
10.30 - 11.00									A	13.3	23	1142	1601	568	263	629	272	421	425	261	140^	818	338	581	544	341	173^	129^	9^	25^	25^			
NBC NEWS DIGEST-M-F						139	148	149	A	11.5	18	988	1834	754	302	825	280	498	462	380	275	610	211	379	357	308	196	157	89	242	172			
1 MTU THF						8.58P	1	NBC	N	76	76	B	13.0	20	1117	1871	735	308	825	292	483	438	357	290	602	217	363	335	273	204	158	83	286	194
1 WED.						9.38P	1																											
2 MTU THF						8.58P	1																											
2 TUE.						9.06P	2																											
NBC NEWS DIGEST-2-M-F						65	161	158	A	10.1	16	868	1616	700	299	760	257	462	425	373	251	611	223	376	354	313	188	123	52^	122	88			
1 TU & TH						9.58P	1	NBC	N	83	83	B	12.0	18	1031	1698	716	304	803	300	500	442	358	253	617	245	408	372	294	168	126	57	152	103
2 MON.						10.51P	1																											
2 W & F						9.58P	1																											
NBC NEWS DIGEST-SAT						28	154	156	A	12.7	22	1091	1732	730	339	866	315	495	412	296	321	427	163	259	208	153	146	123	77^	316	223			
SAT.						8.58P	1	NBC	N	79	79	B	14.1	24	1211	1870	774	321	890	311	507	446	364	331	471	168	265	242	191	179	184	118	325	244
NBC NEWS DIGEST-2-SAT.						12	167		A	12.4	22	1065	1637	684	314	800	299	481	439	300	276	515	190^	360	306	234^	144^	129^	94^	193^	157^			
1 SAT.						9.58P	1	NBC	N	86		B	13.0	21	1117	1764	800	310	888	258	477	478	406	339	496	154	277	259	240	189	146	106	234	178
NBC NEWS DIGEST-SUN						28	154	152	A	11.0	16	945	1855	658	309	757	319	492	419	330	217	696	291	473	432	340	178	130^	69^	272	200			
SUN.						8.58P	1	NBC	N	79	79	B	11.9	17	1022	2068	733	344	817	353	570	492	360	197	757	319	546	486	357	174	205	98	289	200
NBC NEWS DIGEST-2-SUN.						15	173		A	10.7	17	919	1634	963	438	1031	399	652	604	483	273^	547	167^	286^	358	318	137^	30^	30^	26^	26^			
2 SUN.						10.02P	1	NBC	N	87		B	13.3	20	1142	1855	782	357	861	349	586	523	399	210	667	265	460	429	317	159	175	97	152	103
NBC NIGHTLY NEWS-SAT(B)						125			A	5.9	13	507	1509	570	140^	582	138^	288^	290^	246^	270^	767	169^	429^	404^	388^	301^	123^	108^	37^	LT			
1 SAT.						6.30P	30	NBC	N	76																								

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	MEN			35-64	55+	TOTAL	FEM.	TOTAL	6-11					
EVENING CONT'D																																			
NBC NIGHTLY NEWS-SUN					15	175	170		A	9.1	19	782	1531	580	197	668	132^	291	321	326	291	706	218	339	361	341	271	15^	LT	142^	117^				
SUN. 6.30P 30 NBC N					93	91		B	8.2	15	704	1572	641	235	704	157	300	332	313	331	687	203	366	387	317	259	51	24	130	88					
NBC NIGHTLY NEWS M-F					138	201	202		A	11.9	22	1022	1477	679	190	733	157	282	303	324	377	611	146	254	297	294	291	64^	36^	69	38				
M-F 6.30P 30 NBC N					98	99		B	12.2	22	1048	1520	694	226	748	166	300	313	331	386	623	160	281	299	278	286	52	29	97	60					
NBC SUNDAY NIGHT MOVIE					26	202	198		A	21.7	34	1864	1788	828	362	912	350	585	522	387	261	654	275	452	449	293	139	115	65^	107	84				
1 SUN. 9.00P 120 NBC FF					99	99		B	18.6	28	1598	1858	732	344	819	320	552	496	380	210	715	282	498	455	344	171	172	86	152	105					
2 SUN. 9.00P 150																																			
9.00 - 9.30								A	22.4	33	1924	1914	837	363	926	365	597	538	389	256	670	287	475	473	295	132	148	83	170	130					
9.30 - 10.00								A	23.6	35	2027	1864	839	351	919	352	583	533	386	267	660	281	462	453	289	140	146	81	139	113					
10.00 - 10.30								A	23.3	36	2001	1764	828	363	910	340	569	512	379	275	669	283	462	462	298	143	101	59^	84	67^					
10.30 - 11.00								A	22.1	36	1898	1712	799	368	887	343	572	502	368	258	668	291	462	441	291	146	96	55^	61^	46^					
11.00 - 11.30								A	12.7	27	1091	1399	841	368	917	361	652	523	464	216^	482	122^	267	328	291	128^	LT	LT	LT	LT					
NEWHART					24	206	199		A	19.8	30	1701	1607	778	354	847	233	450	480	421	336	542	190	355	330	265	172	84	63^	134	91				
1 MON. 9.30P 30 CBS CS					99	98		B	19.6	28	1684	1636	770	362	870	289	515	499	401	293	512	183	324	323	242	155	130	76	124	81					
2 MON. 8.30P 30																																			
NEWSBREAK-M-F					143																														

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING						HOUSEHOLDS BY SPECIFIED CATEGORIES											
														MEN						TEENS (12-17)		CHILDREN (2-11)									
														18- 34 49 25 35- 64 55 +						TOTAL FEM.		TOTAL 6-11									
														TOTAL 34 49 25 35- 64 55 +						TOTAL FEM.		TOTAL 6-11									
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														TOTAL 34 49 25 35- 64 55 +						TOTAL FEM.											

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS P/R 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES							TEENS (12-17)					CHILDREN (2-11)						
														WOMEN					MEN					TOTAL FEM.		TOTAL G-M						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+							
EVENING CONT'D																																
20/20-CONT'D																																
	THU.	10.00P	60	ABC	DN	99	99	B	15.5	25	1331	1535	742	250	806	203	398	417	383	338	618	189	346	345	306	225	69	25	42	26		
		10.00 - 10.30						A	16.5	27	1417	1443	753	280	792	181	361	390	370	366	599	164	336	320	311	227	37^	9v	15v	LT		
		10.30 - 11.00						A	15.6	28	1340	1444	731	256	781	173	348	362	364	380	596	159	335	322	312	224	47^	15v	20v	LT		
21ST COUNTRY MUSIC AWARDS(S)																																
	2 MON.	9.51P	121	NBC	AC	200	98	A	15.1	26	1297	1331	708	237	753	118^	332	353	459	374	496	80^	233	234	315	241	69^	50v	13v	11v		
		9.30 - 10.00						A	13.9	20	1194	1365	696	214^	775	139^	352	340	390	397	437	78^	181^	185^	241	235	98^	69^	55v	55v		
		10.00 - 10.30						A	16.5	26	1417	1360	713	260	779	151^	353	314	428	411	484	87^	201	206	274	255	80^	55^	17v	17v		
		10.30 - 11.00						A	16.5	27	1417	1362	718	279	775	132^	349	353	459	387	501	71^	244	236	328	241	77^	51^	9v	9v		
		11.00 - 11.30						A	14.1	26	1211	1305	718	209^	733	87^	321	401	518	332	518	77^	260	269	355	228	54v	45v	LT	LT		
		11.30 - 12.00						A	12.9	29	1108	1278	686	183^	703	70^	284	353	473	350	524	91^	257	252	354	248	40v	40v	11v	LT		
TWILIGHT ZONE																																
	1 FRI.	8.00P	60	CBS	SF	26	206	A	11.3	20	971	1503	611	244^	687	217^	404	404	312	247^	660	240^	499	484	364	141^	68v	35v	88^	46v		
		8.00 - 8.30						B	13.7	23	1177	1873	749	341	828	316	541	491	379	238	667	277	479	442	315	154	141	55	237	155		
		8.30 - 9.00						A	11.1	20	953	1471	616	225^	679	206^	388	393	317	251^	628	225^	474	467	352	131^	67v	36v	97^	52v		
								A	11.5	20	988	1526	600	262^	689	227^	418	414	302	239^	687	256^	523	499	371	148^	70^	36v	80^	38v		
VALERIE MON.																																
	MON.	8.30P	30	NBC	CS	7	205	A	17.6	27	1512	1854	732	316	786	243	482	465	356	258	541	194	337	307	266	156	164	110	363	268		
						99	94	B	17.8	26	1529	1841	748	335	836	308	523	475	359	256	508	215	339	287	208	136	214	142	283	206		
WEBSTER FRI.																																
	FRI.	8.00P	30	ABC	CS	29	206	A	14.5	26	1246	1848	772	235	859	308	445	414	301	359	379	109	190	190	174	174	193	86^	417	288		
						97	99	B	15.3	26	1314	1803	768	285	851	256	432	420	360	354	441	126	229	227	205	182	147	100	364	225		
WHO'S THE BOSS?																																
						27	208	A	22.2	34	1907	1869	760	331	843	310	529	493	377	236	493	185	338	332	224	120	212	128	321	228		

10P.	8.00P	30	ABC	CS	99	99	B	21.4	32	1838	1885	782	361	873	337	549	490	377	260	524	198	337	321	241	145	206	123	282	188		
YOU AGAIN ?					7	203	177	A	16.0	25	1374	1812	700	261	734	218	417	402	302	281	566	209	364	304	257	171	156	107	356	240	
MON.	8.00P	30	NBC	CS	99	93	B	17.0	26	1460	1801	717	298	797	277	464	420	330	277	528	209	348	290	222	149	199	136	277	190		
•LATE FRINGE																															
ABC NEWS:NIGHTLINE						117	197	200	A	7.6	22	653	1204	631	214	699	145	339	339	389	298	488	77^	224	251	327	220	14^	LT	LT	LT
1 MON.	11.30P	31	ABC	N		98	98	B	6.0	17	515	1235	593	176	644	147	303	318	330	280	544	131	284	294	309	220	28	17	19	12	
1 TUTHF	11.30P	30																													
2 TU & F	11.30P	30																													
2 WED.	11.30P	31																													
2 THU.	11.30P	36																													
	11.30 - 12.00							A	7.6	22	653	1216	639	214	706	147	343	342	392	301	490	79^	226	250	326	222	16^	LT	LT	LT	LT
	12.00 - 12.30							A	6.3	23	541	1473	666	338^	744	121^	386^	383^	485^	284^	729	86^	341^	386^	504	343^	LT	LT	LT	LT	LT
ABC NEWS:NIGHTLINE-WED(B)						199	A	5.8	24	498	871	548	108^	548	34^	164^	307^	347^	241^	323^	64^	156^	156^	131^	167^	LT	LT	LT	LT	LT	
1 WED.	12.10A	30	ABC	N		98																									
ABC NEWS:NIGHTLINE-MO (B)						207	A	8.9	36	765	1098	588	109^	592	166^	264^	303^	320^	272^	506	180^	254^	319^	254^	187^	LT	LT	LT	LT	LT	LT
2 MON.	12.09A	57	ABC	N		99																									
	12.00 - 12.30							A	10.3	35	885	1157	609	116^	619	174^	299^	326	341	262^	538	184^	300	365	276^	173^	LT	LT	LT	LT	LT
	12.30 - 1.00							A	8.3	38	713	1098	605	104^	605	165^	256^	313^	334^	284^	493	188^	223^	288^	236^	205^	LT	LT	LT	LT	LT
	1.00 - 1.30							A	6.4	36	550	875	424^	117^	424^	151^	151^	151^	145^	273^	451^	123^	202^	282^	261^	169^	LT	LT	LT	LT	LT
ABC NEWS:NIGHTLINE-TUE(B)						206	A	8.5	30	730	1225	688	171^	706	167^	334^	387	428	272^	519	85^	283^	328^	394	191^	LT	LT	LT	LT	LT	LT
2 TUE.	12.00M	30	ABC	N		98																									
ABC WEEKEND REPORT-SAT.						27	152	152	A	3.3	9	283	1141	693	346^	770	282^	488	342^	300^	262^	371^	LT	152^	173^	222^	198^	LT	LT	LT	LT
1 SAT.	11.30P	15	ABC	N		83	83	B	3.4	8	292	1204	586	197	639	161	338	347	342	249	500	173	297	269	216	168	37	19	28	22	
2 SAT.	11.15P	15																													



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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11
LATE FRINGE CONT'D																											
ABC WEEKEND REPORT-SUN.					28	162	161	A	2.7	10	232	1091	292^ 90v	305^ 73v	73v 73v	73v 232^	643	298^	449^ 457^	280^ 133v	87v 87v	56v 56v					
1	SUN.	12.05A	15	ABC N		90	89	B	3.5	13	301	1175	552 221	609 167	347 343	299 224	480	140	257 283	235 167	35 17	51 30					
2	SUN.	11.30P	15																								
CBS LATE NIGHT I					139	186	184	A	4.6	17	395	1248	688 272	764 238	446 384	393 273	443	154^	284 261	221 154^	23v 15v	18v LT					
1	MON.	11.30P	66	CBS FF		92	91	B	5.3	18	455	1248	603 239	690 215	398 356	352 245	469	154	282 259	245 161	48 28	41 28					
1	TUE.	11.30P	67																								
1	WED.	11.41P	66																								
1	THU.	11.45P	66																								
1	FRI.	11.45P	63																								
2	MTWTF	11.30P	66																								
2	TU & W	11.30P	67																								
		11.30 - 12.00						A	4.9	15	421	1306	722 278	786 217	452 418	415 290	458	158	302 278	243 150^	36v 19v	26v LT					
		12.00 - 12.30						A	4.5	18	387	1261	693 282	783 271	462 363	382 278	439	157^	278 259	215 155^	26v 16v	13v LT					
		12.30 - 1.00						A	4.1	20	352	1097	577 266	673 216	392 344	367 232	403	118^	236 222	171^ 167^	21v 14v	LT LT					
CBS LATE NIGHT II					139	186	184	A	2.9	17	249	1080	594 233^	683 261^	401 316	329 238^	378	117^	225^ 217^	197^ 153^	19v LT	LT LT					
1	MON.	12.36A	49	CBS FF		92	91	B	3.3	18	283	1148	552 218	632 198	370 334	321 215	463	162	309 275	251 139	35 19	18 LT					
1	TUE.	12.37A	48																								
1	WED.	12.47A	51																								
1	THU.	12.51A	47																								
1	FRI.	12.48A	61																								
2	MON.	12.36A	48																								
2	TUE.	12.37A	47																								
2	WED.	12.37A	48																								
2	THU.	12.36A	42																								
2	FRI.	12.36A	47																								
		12.30 - 1.00						A	3.3	17	283	1131	626 243	715 291	421 318	311 244	385	123^	244 231^	220^ 141^	31v 24v	LT LT					
		1.00 - 1.30						A	2.8	18	241	1000	555 216^	626 224^	360 291	323 236^	366	112^	204^ 208^	179^ 158^	LT LT	LT LT					
		1.30 - 2.00						A	2.1	15	180	772	389^ 117v	500^ 166v	272^ 239^	334^ 150v	272^	45v	111v 111v	66v 161v	LT LT	LT LT					
CBS NEWS NIGHTWATCH-1					141	57	56	A	1.2	12	103	874	631^ 369^	641 301^	340^ 340^	165^ 262^	233^	59v	68v 68v	135v 165^	LT LT	LT LT					
1	MTWTF	2.00A	30	CBS N		57	58	B	1.2	13	103	816	421 188	510 152	293 273	301 177	277	88	130 135	170 137	LT LT	LT LT					
1	WED.	2.11A	19																								
1	THU.	2.15A	15																								
2	M-THSU	2.00A	30																								
CBS NEWS NIGHTWATCH-2					143	80	79	A	1.5	18	129	620	373^ 194^	388^ 202^	225^ 225^	54v 132^	232^	62v	77v 77v	124v 155^	LT LT	LT LT					
	M-THSU	2.30A	30	CBS N		73	73	B	1.3	16	112	784	384 134	467 168	284 250	244 151	287	117	170 155	154 108	LT LT	LT LT					
CBS NEWS NIGHTWATCH-3					144	94	92	A	1.4	25	120	500^	250^ 100v	308^ 83v	150^ 141^	109v 150^	192^	67v	84v 92v	50v 100v	LT LT	LT LT					
	M-THSU	3.00A	180	CBS N		84	84	B	1.2	23	103	581	290 109	332 100	186 164	158 122	215	66	105 91	100 102	LT LT	LT LT					
		3.00 - 3.30						A	1.6	23	137	591	328^ 117v	357^ 102v	132^ 132^	102v 203^	234^	67v	81v 96v	116v 138^	LT LT	LT LT					
		3.30 - 4.00						A	1.5	24	129	481^	311^ 117v	326^ 93v	140^ 116v	94v 186^	155^	54v	70v 85v	55v 70v	LT LT	LT LT					
		4.00 - 4.30						A	1.4	25	120	483^	251^ LT	292^ 84v	117v 100v	100v 175^	191^	58v	83v 83v	LT 108v	LT LT	LT LT					
		4.30 - 5.00						A	1.3	26	112	527^	178^ 90v	304^ 99v	188^ 188^	89v 116v	223^	71v	98v 98v	54v 125v	LT LT	LT LT					
		5.00 - 5.30						A	1.2	24	103	437^	136v 97v	233^ 49v	146v 146v	97v 87v	204^	68v	88v 88v	LT 116v	LT LT	LT LT					
		5.30 - 6.00						A	1.2	23	103	350^	165^ 146v	224^ LT	127v 127v	107v 97v	126v	78v	97v 97v	LT LT	LT LT	LT LT					
CBS SUNDAY NEWS-OSGOOD					29	125	126	A	5.2	11	447	1078	597 192^	633 101^	184^ 245^	322 372	407	25v	221^ 221^	290^ 186^	38v LT	LT LT					
	SUN.	11.00P	15	CBS N		66	66	B	5.2	11	447	1390	669 225	756 204	372 339	361 341	538	118	304 305	313 207	48 23	48 29					
DAVID LETTERMAN I					112	201	202	A	3.6	20	309	1149	469 171^	614 329	445 239	204^ 149^	506	214	315 340	269 143^	23v 17v	LT LT					
CONT'D																											

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVLR. GE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
LATE FRINGE CONT'D																																	
DAVID LETTERMAN I-CONT'D																																	
1	MTUTH	12.30A	30	NBC	GV	99	99	B	4.0	20	344	1258	558	238	622	276	393	302	253	167	584	298	425	320	234	123	35	19	17	LT			
1	WED.	1.10A	30																														
2	MON.	1.30A	30																														
2	TU-TH	12.30A	30																														
DAVID LETTERMAN II																																	
1	MTUTH	1.00A	30	NBC	GV	99	99	A	2.8	19	241	996	358	146^	503	270^	366	204^	150^	124^	461	200^	286	303	244^	117^	20v	20v	LT	LT			
1	WED.	1.40A	30					B	3.0	19	258	1188	497	200	559	284	385	251	198	133	581	328	444	304	211	105	35	22	LT	LT			
2	MON.	2.00A	30																														
2	TU-TH	1.00A	30																														
EYE ON HOLLYWOOD																																	
1	MON.	12.01A	30	ABC	GV	53	52	A	1.3	6	112	1241	750	152^	786	223^	607	447^	491^	161^	375^	89v	285^	259^	250^	72v	LT	LT	71v	LT			
1	TU & F	12.00M	30					B	1.4	6	120	1002	462	182	528	203	352	295	259	133	437	148	260	239	228	136	LT	LT	LT	LT			
1	THU.	12.00M	31																														
2	WED.	12.01A	29																														
2	THU.	12.06A	31																														
2	FRI.	12.30A	31																														
FRIDAY NIGHT VIDEOS																																	
FRI.	12.30A	90	NBC	PC		28	188	188	A	3.2	17	275	1138	637	400^	753	447^	614	527	226^	91v	306^	94v	207^	243^	179^	63v	65v	LT	LT	LT		
	12.30 - 1.00					97	97		B	3.7	18	318	1247	537	228	608	365	488	312	181	98	436	238	342	274	162	76	157	52	46	23		
	1.00 - 1.30								A	4.2	18	361	1294	714	360^	803	440	635	548	275^	113^	402	133^	239^	294^	225^	108^	58v	LT	31v	31v		
									A	3.1	17	266	1068	613	470^	737	463^	639	523	210^	64v	267^	71v	207^	229^	158^	38v	64v	LT	LT	LT		
1.30 - 2.00																																	
									A	2.3	16	198	914	500^	379^	657^	445^	535^	474^	130v	82v	171v	50v	146v	171v	121v	LT	86v	LT	LT	LT		
G MICHAELS SPORTS MACHINE																																	
1	SUN.	11.30P	15	NBC	SC	55	54	A	1.8	8	155	755^	497^	232^	497^	181v	258^	258^	193v	239^	258^	84v	84v	84v	64v	174v	LT	LT	LT	LT			
2	SUN.	12.00M	15					B	1.6	6	137	964	399	115	461	178	258	249	179	150	445	200	311	250	186	117	37	LT	LT	LT			
MASTERS GOLF HILITES-THU(S)																																	
1	THU.	11.30P	15	CBS	SC	94		A	5.7	16	490	1392	745	354^	823	233^	521^	458^	406^	281^	488^	127v	266^	266^	193^	222^	81v	24v	LT	LT			
MASTERS GOLF HILITES-FRI(S)																																	
1	FRI.	11.30P	15	CBS	SC	94		A	4.8	12	412	1277	694	311^	694	69v	344^	411^	434^	283^	508^	91v	275^	253^	273^	233^	75v	75v	LT	LT			
SATURDAY NIGHT																																	
1	SAT.	11.30P	79	NBC	GV	99	99	A	6.9	22	593	1489	662	301	728	344	542	494	322	137^	579	285	448	405	256	89^	127^	42v	55v	35v			
2	SAT.	11.30P	77					B	7.3	22	627	1519	650	271	717	369	536	428	273	134	588	293	469	406	257	88	154	60	60	50			
	11.30 - 12.00							A	8.1	22	696	1493	652	292	721	300	491	455	326	176^	575	269	450	391	245	86^	139^	60^	58^	43v			
	12.00 - 12.30							A	6.7	22	576	1476	640	303	716	372	567	506	308	105^	593	312	461	404	249	87^	108^	30v	59v	36v			
	12.30 - 1.00							A	5.5	22	472	1456	696	326	730	375	582	540	331	94^	556	262^	406	422	294	105^	127^	17v	43v	17v			
TONIGHT SHOW																																	
1	MTUTHF	11.30P	60	NBC	GV	99	99	A	6.0	21	515	1276	630	203	699	223	384	331	322	264	511	177	307	331	269	158	29v	16v	37^	12v			
1	WED.	12.10A	60					B	7.3	23	627	1395	665	224	741	239	392	352	321	286	541	213	339	310	247	164	63	31	50	27			
2	MON.	12.30A	60																														
2	TU-F	11.30P	60																														
	11.30 - 12.00							A	7.0	20	601	1338	637	202	714	219	384	348	320	278	526	183	329	355	270	156	40^	17v	58^	20v			
	12.00 - 12.30							A	5.8	22	498	1199	625	212	697	235	402	325	325	247	457	154	262	299	248	141	19v	10v	26v	LT			
	12.30 - 1.00							A	4.8	22	412	1223	606	141^	609	158^	293	296	323	249	578	243	342	269	255	209	36v	36v	LT	LT			
	1.00 - 1.30							A	1.7	22	318	1192	534	95^	547	195^	305	198^	248	232	623	192^	384	415	380	208	22v	22v	LT	LT			

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
*WEEKDAY DAYTIME																													
ABC AFTERSCHOOL SPECIAL(S)						196		A	5.7	16	490	1653	684 314	733 352	471	433	262	167		428	247	280	163	135	124	350	263	142	115
2 WED. 4.00P 60 ABC FV						98		A	6.1	18	524	1641	701 291	726 327	476	460	294	161		371	241	276	164	84	95	351	284	193	144
4.00 - 4.30								A	5.3	15	455	1651	657 341	739 384	464	401	220	173		490	251	279	158	191	159	345	237	77	77
4.30 - 5.00																													
ABC DAYTIME NEWSBRIEF-M-F						139	204 205	A	7.9	27	679	1233	775 209	875 446	633	550	321	179		218	54	106	101	66	112	44	44	96	35
1 M-F 2.58P 1 ABC N						98	98	B	8.0	27	687	1307	785 237	889 426	646	540	357	208		233	102	138	113	56	94	81	67	104	40
2 M & F 2.58P 1																													
2 TU-TH 2.57P 2																													
ABC WORLD NEWS-MORN-615A						140	124 123	A	2.0	17	172	1110	546 355	616 116	406	436	383	180		465	98	273	307	239	158	LT	LT	LT	LT
M-F 6.15A 15 ABC N						79	79	B	1.7	18	146	1117	537 256	560 125	355	389	357	161		446	133	279	288	220	144	51	40	60	55
ABC WORLD NEWS-MORN-645A						140	176 179	A	3.1	18	266	1188	665 301	774 113	361	455	477	290		373	87	226	257	219	116	22	LT	19	19
M-F 6.45A 15 ABC N						94	95	B	2.5	17	215	1295	683 319	748 167	440	460	450	243		451	120	260	266	232	169	45	28	51	40
ALL MY CHILDREN						138	210 210	A	7.7	25	661	1290	863 240	932 436	679	586	378	204		211	76	133	133	95	59	17	13	130	30
1 M-F 1.00P 60 ABC DD						99	99	B	8.1	26	696	1284	799 259	899 427	653	534	367	205		221	112	158	128	72	54	63	54	101	35
2 M-WTHF 1.00P 60																													
2 TUE. 1.00P 1																													
& 1.10P 48																													
1.00 - 1.30								A	7.3	24	627	1293	865 217	939 430	679	589	390	212		208	78	131	136	95	55	13	11	133	27
1.30 - 2.00								A	8.0	26	687	1304	866 262	940 447	688	591	374	201		218	79	137	131	94	64	19	15	127	31
AMERICAN TREASURY						82	199 199	A	5.2	16	447	1257	707 186	850 181	390	405	430	391		233	41	116	114	122	92	123	87	51	41
M-WF 9.58P 1 CBS DD						93	93	B	5.8	18	498	1254	729 176	859 220	447	195	417	148		214	71	125	98	100	73	118	85	61	1
ANOTHER WORLD						134	204 205	A	5.3	18	455	1297	774 94	919 303	477	395	364	394		236	69	120	91	102	88	41	24	101	66
M-F 2.00P 60 NBC DD						99	99	B	5.1	17	438	1319	838 171	956 318	514	421	382	403		242	82	116	86	103	103	52	40	69	30
2.00 - 2.30								A	5.3	18	455	1305	763 83	910 312	487	397	347	381		256	82	134	93	107	90	34	20	105	70
2.30 - 3.00								A	5.3	18	455	1259	770 102	916 293	459	384	368	404		206	53	97	78	91	85	41	24	96	61
AS THE WORLD TURNS						141	205 204	A	6.4	21	550	1155	784 153	907 202	382	380	400	462		196	53	95	98	75	83	13	9	39	17
1 M-F 1.30P 60 CBS DD						99	99	B	6.6	22	567	1203	791 146	882 207	401	380	407	419		217	52	95	91	98	105	48	34	56	22
2 M-WTHF 1.30P 60																													
2 TUE. 1.30P 26																													
& 2.09P 21																													
1.30 - 2.00								A	6.4	21	550	1165	787 150	900 197	376	368	397	467		211	56	95	98	80	96	13	9	41	17
2.00 - 2.30								A	6.4	22	550	1129	777 154	907 205	381	386	396	456		176	45	89	95	68	72	15	11	31	14
CAPITOL						140	195 195	A	4.5	16	387	1101	694 163	866 212	388	372	421	427		190	83	140	111	72	39	25	18	20	LT
M-F 2.30P 30 CBS DD						95	95	B	5.1	18	438	1168	745 153	871 234	436	385	423	377		194	62	116	98	92	68	52	34	51	22
CBS EARLY MORNING NEWS						145	138 139	A	1.9	15	163	1313	607 252	613 61	202	215	361	386		589	105	220	289	374	300	31	31	80	68
M-F 6.30A 30 CBS N						89	89	B	1.5	14	129	1180	573 232	593 109	239	256	298	298		523	117	217	245	277	263	LT	LT	48	LT
CBS MORNING NEWS 2-TUE(B)						132		A	2.6	10	223	982	691	740	188	188	309	552		242	LT	67	67	126	175	LT	LT	LT	LT
2 TUE. 8.30A 25 CBS N						81																							
CBS MORNING NEWS 1						145	200 200	A	3.2	14	275	1324	698 258	735 141	341	333	346	369		466	81	171	200	261	251	32	22	91	66
M-F 7.30A 30 CBS N						99	99	B	2.9	13	249	1343	685 218	715 166	335	332	306	346		518	73	143	149	209	351	30	LT	80	41
CBS MORNING NEWS 2						145	200 200	A	3.3	14	283	1240	659 130	748 134	265	275	325	434		470	139	244	244	212	172	LT	LT	22	LT
1 M-F 8.30A 30 CBS N						99	99	B	3.3	14	283	1225	663 154	736 149	294	288	315	394		404	73	141	144	170	230	28	LT	57	LT
2 M-WTHF 8.30A 30																													
2 TUE. 8.55A 5																													

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PROGRAM NAME										WK 1		WK 2		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
WEEKDAY DAYTIME CONT'D																																		
DAYS OF OUR LIVES		137	209	210	A	7.6	25	653	1391	766	91^	873	285	478	431	380	357	391	146	214	162	157	126	43^	37^	84^	44^							
M-F 1.00P 60 NBC DD		99	99		B	7.2	23	618	1411	839	199	944	337	535	444	381	367	330	116	170	130	135	129	58	47	79	25							
1.00 - 1.30					A	7.3	24	627	1418	760	75^	867	284	465	423	367	363	429	158	243	177	178	135	33^	30^	89^	48^							
1.30 - 2.00					A	7.9	26	679	1353	768	104	873	283	485	437	390	350	353	131	186	149	141	116	50^	42^	77^	40^							
FAMILY TIES M-F		79	155	156	A	4.2	17	361	1244	719	177^	768	347	505	441	312	208	282	102^	193	178^	155^	83^	14^	LT	180^	51^							
M-F 10.00A 30 NBC CS		89	89		B	4.4	17	378	1421	670	185	745	320	461	412	306	225	323	158	221	163	115	94	129	94	224	103							
GENERAL HOSPITAL		138	207	207	A	8.9	29	765	1409	834	227	950	483	695	578	336	210	191	60^	107	87	59^	84^	152	126	116	54^							
M-F 3.00P 60 ABC DD		99	99		B	9.3	29	799	1375	790	246	911	435	649	514	350	228	209	91	129	101	59	79	136	115	119	57							
3.00 - 3.30					A	8.7	29	747	1375	846	223	965	494	712	588	339	210	194	56^	106	88	63^	88	122	102	94	41^							
3.30 - 4.00					A	9.1	29	782	1432	818	228	931	472	678	565	329	209	184	59^	103	81^	56^	81^	179	149	138	71^							
GOOD MORNING, AMERICA-730		140	206	206	A	5.5	23	472	1127	733	257	816	199	390	491	413	297	256	59^	125^	145	139^	101^	LT	LT	47^	23^							
M-F 7.30A 30 ABC N		99	99		B	4.9	22	421	1168	707	247	772	230	416	438	363	282	308	64	142	157	160	140	29	13	59	28							
GOOD MORNING, AMERICA-830		139	204	204	A	5.5	23	472	972	689	137^	746	164	367	400	379	318	195	43^	70^	93^	93^	100^	LT	LT	23^	13^							
1 M-F 8.30A 30 ABC N		99	99		B	5.5	23	472	1099	717	175	748	189	390	403	372	306	286	44	117	128	164	148	17	13	48	12							
2 MTHF 8.30A 30																																		
2 TUE. 8.51A 9																																		
GOOD MORN AMER-TUE-830(B)		107			A	4.9	18	421	971	687	121^	796	275^	525^	586^	426^	210^	175^	61^	123^	123^	62^	52^	LT	LT	LT	LT							
2 TUE. 8.30A 21 ABC N		69																																
GUIDING LIGHT		140	206	206	A	6.2	20	533	1205	725	171	872	188	391	407	453	403	204	51^	120^	113^	101^	65^	91^	58^	38^	28^							
M F 3.00P 60 (H.S. 10) (H) (H)																																		
1.00 - 3.30					A	6.7	21	576	1217	755	185	871	222	441	402	435	367	205	62	114	92	94	78	108	75	53	28							
3.30 - 4.00					A	6.0	20	515	1219	734	165	891	189	392	414	469	416	203	52^	120^	111^	98^	66^	94^	58^	31^	25^							
					A	6.3	20	541	1194	723	173	860	186	390	401	444	396	205	50^	120^	111^	101^	67^	90^	59^	39^	28^							
LIFESTYLES-RICH & FAM-M-F		10	166	169	A	2.2	9	189	1074	703	232^	778	381	571	497	307^	159^	227^	48^	122^	133^	121^	84^	LT	LT	64^	LT							
M-F 11.00A 30 ABC CC		84	85		B	2.2	9	189	1074	703	232	778	381	571	497	307	159	227	48	122	133	121	84	LT	LT	64	LT							
LOVING		137	186	186	A	4.0	14	344	1172	782	151^	858	343	575	512	366	244	249	70^	133^	84^	112^	116^	LT	LT	56^	LT							
1 M-F 12.30P 30 ABC DD		93	93		B	4.2	15	361	1211	742	252	857	360	589	496	374	226	234	100	140	99	77	90	47	40	73	31							
2 MTWTF 12.30P 30																																		
2 THU. 12.38P 22																																		
NBC NEWS AT SUNRISE		140	192	192	A	3.1	19	266	1323	687	274	729	188^	428	422	346	232^	504	79^	236^	247	323	227^	34^	LT	56^	56^							
M-F 6.30A 30 NBC N		98	98		B	2.4	18	206	1229	606	304	650	131	351	398	359	223	477	136	272	287	247	158	42	LT	60	36							
NBC NEWS DIGEST-DAYTIME		80	193	194	A	4.8	17	412	1204	760	123^	894	301	464	398	342	387	177	26^	60^	56^	86^	95^	58^	34^	75^	51^							
MTWTF 2.57P 1 NBC N		95	95		B	4.5	15	387	1269	818	158	924	300	479	401	356	408	220	61	93	76	102	104	61	49	64	32							
NEW CARD SHARKS		75	171	171	A	4.2	18	361	1222	803	175^	903	225	368	407	363	426	230	22^	86^	109^	109^	121^	14^	14^	75^	53^							
M-F 10.30A 30 CBS QP		86	86		B	4.6	18	395	1300	716	148	804	202	369	370	376	371	285	77	150	141	142	114	49	32	162	63							
NEW LOVE AMERICAN STYLE		77	186	185	A	2.0	8	172	1093	669	192^	762	337^	557	523	355^	152^	232^	75^	163^	152^	134^	69^	LT	LT	93^	LT							
M-F 11.30A 30 ABC CS		87	87		B	2.7	10	232	1264	651	210	734	342	515	432	303	181	305	124	188	149	124	108	97	62	128	44							
NEWSBREAK-11.57		143	178	177	A	6.6	27	567	1273	653	151	757	141	280	297	272	431	375	84^	166	173	157	183	37^	11^	104^	44^							
M-F 11.57A 2 CBS N		83	82		B	6.6	25	567	1311	676	162	775	200	377	353	314	360	352	97	161	139	149	177	53	25	131	45							
NEWSBREAK-3.44		135	195	194	A	5.9	19	507	1203	724	160	836	150	353	392	448	407	207	71^	139	120^	108^	46^	115^	79^	45^	27^							
1 M & TH 3.44P 1 CBS N		96	95		B	6.6	20	567	1241	746	166	859	218	437	396	423	361	208	67	120	97	99	73	117	82	57	31							
1 TUE. 3.42P 1																																		
1 WED. 3.40P 1																																		
CONT'D																																		



# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										AUDIENCE COMPOSITION																				
				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																														
NEWSBREAK-3.44-CONT'D																														
1	FRI.	3.45P	1																											
2	MWF	3.42P	1																											
2	TU&TH	3.43P	1																											
ONE LIFE TO LIVE																														
1	M-F	2.00P	60	ABC	DD	99	99	A	7.1	27	670	1188	775	217	860	420	637	547	332	177	200	52	98	90	61	102	31	31	97	30
2	MWTHF	2.00P	60					B	7.1	27	679	1288	781	239	879	414	644	539	365	199	231	105	137	111	56	92	75	64	103	37
2	TUE.	2.07P	53																											
		2.00 - 2.30						A	7.5	25	644	1183	779	220	859	413	634	549	337	175	206	55	100	93	58	106	23	23	95	23
		2.30 - 3.00						A	7.9	27	679	1225	785	223	881	435	655	561	337	182	199	51	100	93	65	99	41	41	104	39
PRESS YOUR LUCK																														
1	M-F	4.00P	30	CBS	QP	51	52	A	1.9	6	163	1374	631	251	712	190	406	344	283	288	399	185	277	276	134	92	30	LT	233	148
2	MTUTHF	4.00P	30					B	2.0	6	172	1372	676	176	760	229	426	388	331	302	335	145	239	190	140	83	109	35	168	98
2	WED.	4.00P	28																											
PRICE IS RIGHT 1																														
M-F	11.00A	30	CBS	AP	99	99		A	6.5	28	558	1301	695	172	796	146	307	349	323	422	363	81	165	190	175	155	24	12	118	54
								B	6.5	26	558	1312	702	144	786	197	379	369	356	361	331	91	155	140	151	150	54	27	141	49
PRICE IS RIGHT 2																														
M-F	11.30A	30	CBS	AP	99	99		A	8.3	34	713	1289	686	150	786	151	299	324	312	434	339	72	150	163	153	160	36	12	128	54
								B	8.3	32	713	1315	699	150	784	204	379	363	339	363	335	88	149	137	148	163	52	27	144	48
RYAN'S HOPE																														
								A	2.7	10	232	1086	689	215	814	263	547	486	435	241	195	65	130	121	82	65	LT	LT	60	LT
M-F 12.00N 30 ABC DD 90 90																														
								B	3.2	11	275	1181	724	250	854	360	536	486	491	227	193	65	106	88	82	83	44	34	90	30
SALE OF THE CENTURY																														
M-F	10.30A	30	NBC	QG	136	156	156	A	4.9	21	421	1185	656	114	752	253	365	315	297	354	268	64	128	126	149	111	34	15	131	17
								B	4.5	18	387	1286	673	147	781	252	373	311	283	381	288	93	131	112	101	139	70	44	147	43
SANTA BARBARA																														
M-F	3.00P	60	NBC	DD	134	192	193	A	4.4	14	378	1479	801	47	957	392	553	412	346	357	396	169	211	127	137	148	67	45	59	25
								B	4.2	13	361	1382	759	118	869	324	464	360	326	360	295	127	159	88	102	116	102	75	116	59
		3.00 - 3.30						A	4.3	14	369	1431	827	52	971	380	573	445	373	355	395	170	211	121	136	149	21	13	44	LT
		3.30 - 4.00						A	4.5	14	387	1501	766	39	936	399	529	379	315	356	387	163	207	126	137	144	105	73	73	42
SCRABBLE																														
M-F	11.30A	30	NBC	QG	135	196	196	A	5.3	22	455	1185	672	79	753	172	265	275	296	426	282	51	113	115	144	149	LT	LT	141	48
								B	5.4	21	464	1294	697	132	808	234	353	297	289	409	302	87	118	95	105	163	49	34	135	51
SEARCH FOR TOMORROW																														
M-F	12.30P	30	NBC	DD	136	154	154	A	3.1	11	266	1312	728	60	830	248	357	326	338	437	353	91	184	161	180	143	27	27	102	45
								B	2.9	10	249	1346	760	142	860	253	364	347	347	446	345	97	143	130	145	177	49	44	92	34
SUPER PASSWORD																														
1	M-F	12.00N	30	NBC	QG	137	147	A	3.8	14	326	1025	631	82	696	150	218	200	234	441	267	30	107	101	160	154	LT	LT	55	LT
2	MWTHF	12.00N	30					B	3.9	14	335	1220	664	86	763	181	303	270	303	411	282	73	123	97	131	147	61	44	114	61
2	TUE.	12.00N	8																											
		& 12.14P	16																											
TODAY SHOW-7.30AM																														
M-F	7.30A	30	NBC	N	140	205	205	A	6.3	27	541	1131	669	172	687	112	360	390	368	284	385	103	143	201	162	184	23	LT	36	20
								B	5.3	24	455	1282	717	258	744	185	418	439	373	278	423	102	202	215	206	178	37	13	78	52
TODAY SHOW-8.30AM																														
M-F	8.30A	30	NBC	N	140	205	205	A	6.0	24	515	1078	643	134	687	128	320	339	356	322	325	48	109	148	170	170	19	LT	47	21
								B	5.6	23	481	1193	724	155	765	188	377	368	354	338	354	84	146	159	157	167	22	11	52	28
\$25,000 PYRAMID																														
M-F	10.00A	30	CBS	QP	143	185	185	A	5.0	20	430	1114	732	151	793	144	263	318	309	468	262	22	116	144	139	118	LT	LT	54	42
								B	5.0	20	430	1218	715	154	802	179	347	329	369	415	281	61	144	151	155	107	28	13	107	40

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										AUDIENCE COMPOSITION																					
										VIEWERS PIR 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK	DAY	START	DUR	NET	TYPE	PROG.	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL LADY WORK- PERSONS OF ING		WOMEN					MEN					TEENS		CHILDREN					
#		TIME					WK 1	WK 2	Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	(2+)	HOUSE	WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
WEEKDAY DAYTIME CONT'D																															
WHEEL OF FORTUNE																															
M-F 11.00A 30 NBC QG 99 99																															
YOUNG AND THE RESTLESS																															
M-F 12.30P 60 CBS DD 99 99																															
12.30 - 1.00																															
1.00 - 1.30																															
*WEEKEND DAYTIME																															
ABC FUN FIT-8:25AM																															
SAT. 8.25A 4 ABC CN 97 97																															
ABC FUN FIT-11:55AM																															
SAT. 11.55A 4 ABC CN 97 97																															
ABC SUNDAY AFTERNOON BSBL																															
SUN. 3.00P 156 ABC SE 83 82																															
3.00 - 3.30																															
3.30 - 4.00																															
4.00 - 4.30																															
4.30 - 5.00																															
5.00 - 5.30																															
5.30 - 6.00																															
AM NEWS SPECIALS																															
SAT. 12.00N 30 ABC TV 95 95																															
ABC WIDE WORLD SPORTS SAT																															
SAT. 4.33P 87 ABC SA 98 98																															
4.30 - 5.00																															
5.00 - 5.30																															
5.30 - 6.00																															
ALVIN AND THE CHIPMUNKS																															
SAT. 11.00A 30 NBC CA 91 90																															
AMERICAN BANDSTAND																															
SAT. 12.30P 60 ABC PC 86 86																															
12.30 - 1.00																															
1.00 - 1.30																															
ASTRO MINUTE-11.26AM																															
SAT. 11.26A 3 CBS CN 95 95																															
BERNSTEIN BEARS																															
1 SAT. 8.30A 30 CBS CA 98																															
BERNSTEIN BEARS																															
2 SAT. 8.30A 30 CBS CA 97																															
BUGS BUNNY/LOONEY TUNES-1																															
SAT. 9.00A 30 ABC CA 99 99																															
BUGS BUNNY/LOONEY TUNES-2																															
SAT. 9.30A 30 ABC CA 99 99																															

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK	START	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
#	DAY	TIME								%	%			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11
WEEKEND DAYTIME CONT'D																													
DROIDS: ADVENTURES																													
SAT. 11.00A 30 ABC CA 8 201 204 A 3.0 12 258 1884 376^ 85^ 403^ 92^ 320^ 348^ 311^ 55^ 452^ 162^ 337^ 245^ 290^ 115^ 287^ 82^ 742 403^																													
DUNGEONS AND DRAGONS																													
SAT. 11.30A 30 CBS CA 26 187 187 A 3.6 14 309 1709 427^ 120^ 463 135^ 275^ 301^ 267^ 162^ 136^ 35^ 58^ 58^ 76^ 78^ 184^ 55^ 926 581																													
EWOKS																													
SAT. 10.30A 30 ABC CA 8 201 204 A 3.7 14 318 1931 476 219^ 523 270^ 417^ 311^ 232^ 75^ 230^ 50^ 114^ 112^ 180^ 99^ 354^ 111^ 824 503																													
FACE THE NATION																													
1 SUN. 10.30A 30 CBS CC 28 124 A 2.4 8 206 1248^ 427^ 194^ 427^ 127^ 127^ 127^ 188^ 300^ 724^ 378^ 466^ 466^ 88^ 258^ LT LT 97^ 53^																													
FAMILY CIRCLE TENNIS-SUN(S)																													
1 SUN. 2.00P 135 NBC SE 183 A 2.7 8 232 1384 479^ 255^ 578^ 323^ 323^ 232^ 203^ 229^ 738^ 22^ 449^ 436^ 535^ 280^ LT LT 52^ LT																													
2.00 - 2.30 A 2.3 7 198 1384 439^ 197^ 651^ 369^ 178^ 166^ 282^ 560^ 66^ 146^ 126^ 298^ 368^ 86^ LT 87^ LT																													
2.30 - 3.00 A 2.8 9 241 1448 631^ 382^ 697^ 419^ 419^ 258^ 216^ 278^ 681^ 38^ 349^ 311^ 447^ 332^ LT LT 70^ LT																													
3.00 - 3.30 A 2.6 8 223 1363 480^ 260^ 596^ 345^ 345^ 229^ 251^ 251^ 713^ LT 453^ 453^ 521^ 260^ LT LT 54^ LT																													
3.30 - 4.00 A 2.5 7 215 1451 503^ 289^ 549^ 298^ 329^ 213^ 173^ 855^ LT 627^ 627^ 679^ 228^ LT LT 47^ LT																													
4.00 - 4.30 A 3.4 10 292 1377 326^ 110^ 387^ 153^ 161^ 172^ 165^ 990 LT 795^ 795^ 853^ 195^ LT LT 47^ LT																													
GET ALONG GANG																													
SAT. 12.30P 30 CBS CA 9 145 145 A 2.6 10 223 1596 409^ LT 409^ 233^ 332^ 265^ 136^ 77^ 211^ 76^ 163^ 163^ 104^ 48^ 155^ 26^ 821 368^																													
GUMMI BEARS																													
SAT. 8.30A 30 NBC CA 30 198 198 A 4.8 22 412 1369 165^ 44^ 283^ 211^ 259^ 107^ 65^ 24^ 117^ 69^ 92^ 100^ 31^ 17^ 95^ 54^ 874 566																													
SAT. 8.30A 30 NBC CA 99 99 B 4.9 23 421 1706 188 73 246 119 169 121 91 72 174 79 116 104 61 47 172 74 1114 742																													
HERITAGE GOLF CLASSIC-SUN(S)																													
2 SAT. 2.00P 90 CBS SE 192 A 2.5 9 215 953^ 317^ LT 359^ LT LT 34^ 98^ 325^ 539^ 88^ 213^ 213^ 232^ 326^ 46^ LT LT LT LT																													
2.00 - 2.30 A 2.0 7 172 913^ 343^ LT 378^ LT LT 35^ 70^ 343^ 535^ 99^ 296^ 296^ 221^ 239^ LT LT LT LT																													
2.30 - 3.00 A 2.5 9 215 1033^ 358^ 52^ 409^ 50^ 50^ 65^ 103^ 344^ 545^ 122^ 210^ 210^ 205^ 335^ 51^ LT 28^ 28^																													
3.00 - 3.30 A 2.9 10 249 928^ 270^ LT 310^ LT LT LT 116^ 310^ 551^ 57^ 169^ 169^ 269^ 382^ 67^ LT LT LT																													
HERITAGE GOLF CLASSIC-SUN(S)																													
2 SUN. 4.14P 106 CBS SE 201 A 6.6 17 567 1372 559 181^ 582 65^ 172^ 236^ 236^ 332^ 716 182^ 333^ 347^ 322^ 310^ 35^ LT 39^ LT																													
4.00 - 4.30 A 7.6 21 653 1417 580 190^ 638 162^ 257^ 244^ 214^ 313^ 709 182^ 347^ 386^ 322^ 289^ 70^ LT LT LT																													
4.30 - 5.00 A 6.3 17 541 1397 581 202^ 594 44^ 182^ 270^ 274^ 324^ 718 169^ 339^ 371^ 346^ 300^ 85^ LT LT LT																													
5.00 - 5.30 A 6.3 16 541 1301 506 164^ 530 42^ 133^ 213^ 215^ 317^ 723 174^ 328^ 333^ 348^ 316^ LT LT 48^ LT																													
5.30 - 6.00 A 6.7 16 576 1392 576 172^ 588 46^ 152^ 227^ 240^ 361^ 711 200^ 324^ 313^ 277^ 328^ LT LT 93^ LT																													
IN THE NEWS-11.56AM																													
SAT. 11.56A 3 CBS CN 26 187 187 A 3.5 13 301 1561 442^ 149^ 472 153^ 315^ 336^ 262^ 136^ 132^ 50^ 65^ 65^ 59^ 67^ 136^ 16^ 821 488																													
SAT. 11.56A 3 CBS CN 93 91 B 4.0 13 344 1720 399 187 457 235 337 252 155 105 287 153 215 191 99 52 280 85 696 423																													
IN THE NEWS-12.56PM																													
SAT. 12.56P 3 CBS CN 22 145 145 A 2.5 9 215 1577 372^ LT 372^ 219^ 279^ 210^ 98^ 93^ 222^ 79^ 177^ 177^ 112^ 45^ 163^ 32^ 820 395^																													
SAT. 12.56P 3 CBS CN 67 69 B 3.6 11 309 1607 355 134 376 207 254 200 87 96 293 158 217 156 99 60 214 113 724 451																													
IT'S PLUNKY BREWSTER																													
SAT. 10.30A 30 NBC CA 30 202 200 A 6.4 24 550 1389 251 57^ 289 203^ 242^ 165^ 61^ 47^ 114^ 90^ 97^ 114^ 24^ LT 213^ 149^ 773 438																													
SAT. 10.30A 30 NBC CA 94 99 B 7.3 25 627 1633 297 112 336 212 263 193 100 58 190 126 149 110 47 31 226 136 881 480																													
KIDD VIDEO																													
SAT. 11.30A 30 NBC CA 30 164 162 A 4.6 18 395 1648 399 114^ 399 368 368 149^ 31^ 31^ 236^ 140^ 160^ 216^ 76^ 20^ 142^ 20^ 871 550																													
SAT. 11.30A 30 NBC CA 87 86 B 5.7 19 490 1732 335 124 381 226 278 199 108 89 267 177 205 144 73 50 274 162 810 495																													
LAFF-A-LYMPICS																													
SAT. 10.00A 30 ABC CA 8 202 204 A 4.5 17 387 1651 382 147^ 421 225^ 309^ 234^ 157^ 76^ 160^ 30^ 68^ 86^ 130^ 74^ 286^ 101^ 784 452																													
SAT. 10.00A 30 ABC CA 98 97 B 5.3 19 455 1762 304 129 331 156 243 214 136 72 241 123 165 118 90 72 290 126 900 507																													
LITTLES																													
SAT. 8.30A 30 ABC CA 8 205 206 A 3.1 14 266 1470 31^ LT 99^ 49^ 49^ LT LT 34^ 92^ LT 78^ 92^ 92^ LT 165^ 71^ 1114 745																													
SAT. 8.30A 30 ABC CA 99 99 B 3.4 15 292 1631 204 62 291 133 191 163 97 87 228 80 132 101 104 86 168 93 944 487																													

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																												
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
WK	START	DUR	NET	TYPE	PROG.	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11															
#	DAY	TIME				WK 1	WK 2	KEY	AVG. AUD. SHARE %			AVG. AUD. (0,000)	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49			25-54	35-64	55+												
WEEKEND DAYTIME CONT'D																																						
SMURFS I						30	202	202	A	5.6	23	481	1420	199^	50v	255^	172^	193^	130^	67v	62v	189^	145^	163^	99^	25v	19v	190^	118^	786	441							
SAT.						9.00A	30	NBC	CA	99	99	B	6.1	24	524	1620	283	100				325	194	244	192	96	68	202	110	142	120	58	50	178	80	915	542	
SMURFS II						30	202	202	A	6.6	26	567	1564	262	70^	325	230^	261	146^	78^	64^	177^	153^	167^	99^	24v	LT	237^	151^	825	486							
SAT.						9.30A	30	NBC	CA	99	99	B	7.3	26	627	1587	297	122				337	199	258	200	103	70	190	105	133	115	54	47	200	100	860	507	
SMURFS III						30	202	202	A	7.0	27	601	1404	261	77^	315	212^	245	137^	67^	70^	93^	77^	87^	93^	16v	LT	167^	102^	829	481							
SAT.						10.00A	30	NBC	CA	99	99	B	8.4	29	722	1636	305	117				348	209	268	213	110	62	202	133	158	106	51	33	223	125	863	489	
SNORKS						30	198	198	A	4.0	21	344	1265	141^	38v	307^	210^	280^	122^	81v	27v	105^	36v	79v	79v	43v	26v	108^	95v	745	512							
SAT.						8.00A	30	NBC	CA	99	99	B	3.4	20	292	1613	174	63				229	122	166	103	71	62	181	77	116	114	66	51	162	80	1041	691	
SPIDERMAN AND FRIENDS						26	114	113	A	3.0	11	258	2008	337^	62v	546	355^	445^	178^	90v	101v	209^	135^	171^	129v	36v	38v	163^	55v	1090	799							
SAT.						12.30P	30	NBC	CA	71	71	B	4.1	13	352	1731	313	136				408	204	308	236	139	91	214	133	166	128	73	41	249	108	860	517	
SPORTSWORLD						9	171	175	A	4.5	12	387	1375	439	176^	540	150^	329^	279^	267^	188^	726	227^	509	435	399	185^	72v	28v	37v	19v							
1 SUN.						4.15P	75	NBC	SA	92	94	B	5.3	14	455	1503	522	227				591	200	322	315	245	199	685	221	430	415	344	207	89	35	138	96	
2 SUN.						4.00P	120																															
4.00 - 4.30												A	3.3	9	283	1431	414^	121v				520	201^	325^	236^	209^	178^	757	209^	537	488	467^	194^	94v	46v	60v	47v	
4.30 - 5.00												A	4.6	13	395	1385	395	162^				491	134^	271^	251^	238^	188^	749	159^	551	505	507	183^	122^	66v	23v	LT	
5.00 - 5.30												A	5.2	13	447	1286	438	199^				525	116^	309	288^	282^	185^	695	225^	482	391	360	186^	30v	LT	36v	16v	
5.30 - 6.00												A	5.3	13	455	1352	510^	193^				622	174^	437^	326^	319^	185^	649	341^	407^	306^	191^	167^	57v	LT	24v	24v	
SUNDAY MORNING						28	170		A	4.8	20	412	1374	625^	388^	720	141v	240^	286^	265^	434^	494^	82v	193^	278^	247^	216^	LT	LT	160v	100v							
1 SUN.						9.00A	90	CBS	N	95		B	5.2	21	447	1325	625	258				688	132	291	320	352	332	514	147	285	295	247	192	24	LT	99	54	
1.00 - 1.30												A	4.2	19	361	1474	789	418^				875	152v	204^	171^	175^	502^	405^	49v	212^	209^	204^	110^	LT	LT	171^	116v	
1.30 - 2.00												A	5.1	21	438	1299	580^	389^				692	123v	216^	278^	261^	414^	436^	52v	127v	228^	219^	208^	LT	LT	171^	116v	
2.00 - 2.30												A	5.3	20	455	1314	516^	349^				597	145v	217^	217^	210^	380^	552^	134v	212^	317^	231^	235^	LT	LT	165^	101v	
SUNDAY MORNING SP EDITION(S)						182			A	5.2	20	447	1105	522^	56v	571^	40v	97v	199^	286^	363^	443^	89v	230^	226^	259^	202^	LT	LT	91v	51v							
2 SUN.						9.00A	120	CBS	N	95																												
9.00 - 9.30												A	4.9	21	421	1233	523^	95v				608^	116v	163^	224^	293^	347^	570^	195^	385^	398^	304^	136v	LT	LT	55v	55v	
9.30 - 10.00												A	5.3	20	455	1191	563^	62v				591	51v	118^	240^	303^	351^	481^	118v	274^	248^	265^	207^	LT	LT	119v	59v	
10.00 - 10.30												A	5.5	20	472	1034	486^	23v				522^	LT	40v	146^	248^	376^	349^	LT	120v	120v	234^	229^	LT	LT	163^	76v	
10.30 - 11.00												A	5.1	19	438	961	513^	46v				564^	LT	64v	185^	301^	379^	378^	54v	151v	151v	233^	227^	LT	LT	19v	LT	
SUPERPOWERS TEAM						8	190	194	A	3.0	12	258	1597	209^	55v	248^	93v	194^	210^	155^	38v	332^	130v	279^	203^	202^	53v	272^	139^	745	412^							
SAT.						11.30A	30	ABC	CA	97	97	B	3.9	14	335	1705	312	104				338	173	246	241	124	68	317	179	269	179	112	48	251	128	799	404	
THIS WEEK-DAVID BRINKLEY						26	189	191	A	4.8	17	412	1413	505	213^	624	91^	223^	219^	251^	388	701	190^	312^	322^	281^	355	39v	39v	49v	18v							
SUN.						11.30A	60	ABC	N	98	98	B	4.0	12	344	1297	516	158				583	102	167	172	213	367	613	130	246	273	286	314	24	LT	77	40	
11.30 - 12.00												A	4.4	15	378	1410	467	197^				610	79v	224^	198^	263^	378	701	191^	323^	327^	283^	344^	43v	43v	56v	23v	
12.00 - 12.30												A	5.0	17	430	1460	551	229^				648	105^	223^	239^	240^	409	729	193^	314^	327	293^	380	37v	37v	46v	11v	
WORLD CHAMP. TENNIS-SAT(S)						187			A	1.7	5	146	1500^	616^	356v	822^	240v	534^	452v	480^	267v	541^	55v	397v	397v	404^	144v	68v	68v	69v	69v							
1 SAT.						2.00P	90	CBS	SE	93																												
2.00 - 2.30												A	1.7	6	146	1623^	685^	370v				959^	315v	685^	568^	506^	253v	521^	LT	404^	404^	466^	117v	82v	82v	61v	61v	
2.30 - 3.00												A	1.5	5	129	1465^	613^	341v				791^	240v	466^	396v	466^	302v	565^	77v	426^	426v	419^	139v	77v	77v	LT	LT	
3.00 - 3.30												A	1.8	6	155	1471^	580^	361v				735^	168v	452^	401v	484^	258v	568^	84v	393v	393v	361^	175v	52v	52v	116v	116v	
WORLD CHAMP. TENNIS SUN(S)						201			A	3.0	10	258	1349	469^	241v	578^	220v	340^	271^	245^	238v	713^	383^	538^	519^	260^	136v	23v	LT	35v	LT							
1 SUN.						12.00N	180	CBS	SE	97																												
12.00 - 12.30												A	2.3	8	198	1490	586^	197v				646^	273v	419^	196v	252^	227v	844^	374^	606^	610^	378^	137v	LT	LT	LT	LT	
12.30 - 1.00												A	3.0	10	258	1376	404^	210v				504^	97v	244^	228v	267^	260v	806^	437^	612^	550^	276^	143v	58v	LT	LT	LT	LT
1.00 - 1.30												A	3.5	12	301	1339	309^	239^				438^	133v	259^	246^	238^	179v	868^	498^	675^	614^	307^	114v	LT	LT	33v	LT	
CONT'D																																						

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
NO. OF STATIONS & PROGRAM COVERAGE										HOUSEHOLD AUDIENCES													
K E Y										TEENS (12-17)													
CHILDRN (2-11)										CHILDREN (2-11)													
TOTAL PERSONS (2+)										TOTAL 6-11													
WOMEN										MEN													
18- 49 54 64 55+										18- 49 54 64 55+													
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KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. APR. 7, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					14,350 16.7				22,080 25.7							
	ABC TV						HARDCASTLE & MCCORMICK (R)				ABC MONDAY NIGHT MOVIE MY TWO LOVES (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{					11,340 13.2	12.7*		13.6*	17.4 28	16.3*		17.9*		17.7*		17.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					20 12.5	20 *	13.4	21 *	15.6	17.0	18.1	17.7	17.7	17.8	17.9	17.4
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					17,180 20.0				20,270 23.6		18,210 21.2		16,660 19.4			
	CBS TV						SCARECROW & MRS. KING (SD)				KATE & ALLIE (R)		NEWHART (SD)		CAGNEY & LACEY			
	AVERAGE AUDIENCE (Households (000) & %)	{					13,140 15.3	14.7*		15.8*	17,520 20.4		16,750 19.5		13,400 15.6	15.7*		15.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					24 14.6	23 *	15.5	24 *	31 19.8	21.0	30 19.9	19.1	26 15.8	26 *	15.7	27 *
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					17,350 20.2		17,780 20.7		19,760 23.0							
	NBC TV						YOU AGAIN ?			VALERIE (SD)	NBC MONDAY NIGHT MOVIES THE ANNIHILATOR							
	AVERAGE AUDIENCE (Households (000) & %)	{					15,030 17.5		15,980 18.6		12,110 14.1	14.6*		14.3*		14.3*		13.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					27 16.7	18.3	28 18.1	19.0	23 15.2	22 *	14.0	22 *	14.6	23 *	13.9	14.0
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					19,570 15.8						21,560 25.1					
	ABC TV						ABC SPECIAL REPORT- 7:21P (7:21-8:02PM) (SUS)(-OP)		HARDCASTLE & MCCORMICK (8:02-9:00PM) (R)(SD)(OP)		ABC SPECIAL REPORT-9:00P (9:00-9:39PM) (SUS)(-OP)		ABC MONDAY NIGHT MOVIE A WINNER NEVER QUILTS (9:39-11:39PM) (SD)(OP)(-OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{					9,450 11.0	10.6*		11.3*		12,540 14.6	12.2*		15.3*		15.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					16 10.9	16 *	10.8	17 *		24 11.2	18 *		24 *	15.4	25 *	15.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					20,010 23.3		19,410 22.6					18,210 21.2				
	CBS TV						CBS NEWS SP RPT: LIBYA (SUS)		KATE & ALLIE		NEWHART (SUS-SD)		(SUS-SD) ATTACK ON LIBYA SP RPT (9:00-10:00PM) (SUS)(OP)		CAGNEY & LACEY (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					16,750 19.5		17,270 20.1					13,140 15.3	16.2*		14.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					30 18.7		30 20.4					25 17.0	26 *	14.3	25 *	14.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					15,200 17.7		16,060 18.7				21,650 25.2					
	NBC TV						NBC NEWS SPCL RPT: LIBYA 1 (7:23-8:00PM) (SUS)		YOU AGAIN ?		VALERIE (SD)		NBC NEWS SPCL RPT: LIBYA 2 (9:00-9:51PM) (SUS)(-OP)		21ST COUNTRY MUSIC AWARDS (9:51-11:52PM) (SD)(OP)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{					12,370 14.4		14,170 16.5				12,970 15.1		16.5*		16.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					22 13.9		24 14.9				26 13.9		26 *	17.1	17.0	16.1
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	56.5	59.0	59.8	61.6	63.4	64.8	64.8	65.8	65.2	66.0	65.5	64.5	61.6	60.6	59.1	55.7
		WK. 2	57.1	59.7	62.7	65.6	66.1	66.5	66.6	68.5	72.5	72.1	69.8	66.8	63.6	61.7	59.7	57.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. MON. APR. 14, 1986



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. APR.8, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		22,080 25.7		19,760 23.0		23,280 27.1		15,290 17.8						
	ABC TV	{		WHO'S THE BOSS? (R)		PERFECT STRANGERS (SD)		MOONLIGHTING (R)(SD)		SPENSER: FOR HIRE (R)						
	AVERAGE AUDIENCE (Households (000) & %)	{		19,670 22.9		17,610 20.5		17,610 20.5		11,680 13.6						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		35 22.1		31 20.5		32 20.8		32 * 20.1						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		10,910 12.7		9,450 11.0		8,680 10.1		12,370 14.4						
	CBS TV	{		MORNINGSTAR/EVENINGSTAR (SD)		MARY (SD)		FOLEY SQUARE (SD)		EQUALIZER (SD)						
	AVERAGE AUDIENCE (Households (000) & %)	{		8,590 10.0		8,160 9.5		7,650 8.9		9,280 10.8						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		15 9.8		15 * 9.8		14 9.5		20 10.6						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		16,410 19.1		16,750 19.5		14,260 16.6								
	NBC TV	{		A TEAM (R)(SD)		HUNTER (SD)		STINGRAY (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{		12,030 14.0		13,920 16.2		11,080 12.9								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		21 12.8		23 * 16.0		26 * 16.2		23 13.7						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		21,480 25.0		20,270 23.6		19,930 23.2		15,290 17.8						
	ABC TV	{		WHO'S THE BOSS? (R)		PERFECT STRANGERS (SD)		MOONLIGHTING (R)(SD)		SPENSER: FOR HIRE (R)						
	AVERAGE AUDIENCE (Households (000) & %)	{		18,470 21.5		18,040 21.0		15,380 17.9		11,680 13.6						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		33 20.9		32 20.9		27 18.0		27 * 17.8						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		15,890 18.5		22,680 26.4										
	CBS TV	{		LOONEY BUGS BUNNY MOVIE (R)(SD)		DREAM WEST PART 2 (SD)										
	AVERAGE AUDIENCE (Households (000) & %)	{		9,880 11.5		15,550 18.1										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		18 11.5		18 * 12.0		29 15.9		28 * 18.3						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		22,080 25.7		13,310 15.5										
	NBC TV	{		A TEAM (R)(SD)		STINGRAY (SD)										
	AVERAGE AUDIENCE (Households (000) & %)	{		13,060 15.2		9,710 11.3										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		23 14.7		24 * 15.9		23 * 15.5		23 * 14.5						

TV HOUSEHOLDS USING TV WK. 1	57.9	59.3	60.3	62.4	64.2	65.5	65.5	66.4	65.8	65.6	64.4	63.7	58.5	56.4	54.4	50.7
(See Def. 1) WK. 2	60.6	62.1	63.1	63.4	64.2	65.0	65.3	65.9	65.8	65.9	65.7	65.2	61.8	60.7	58.2	54.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.TUE. APR.15, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. APR.9, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV	WK. 1	57.2	58.0	58.3	60.4	61.2	62.3	63.6	64.4	66.3	66.8	65.6	63.7	62.5	61.2	57.9	51.9
(See Def. 1)	WK. 2	59.5	60.6	61.1	61.2	61.8	63.2	64.7	65.6	64.3	64.9	64.5	63.5	60.3	59.0	57.4	55.5

U.S. TV Households: 85,900,000

For explanation of symbols See page A

EVE.WED. APR.16, 1986

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. APR.10, 1986

A

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	9,530 11.1				15,890 18.5				18,300 21.3				20/20		
	ABC TV	RIPLEY'S BELIEVE IT-NOT (R)				DYNASTY II: COLBYS (SD)										
	AVERAGE AUDIENCE (Households (000) & %)	5,840 6.8				12,800 14.9				13,830 16.1				16.2*		
	SHARE OF AUDIENCE %	6.3*				14.4*				23 *				29 *		
W E E K 2	AVG. AUD. BY ¼ HR. %	6.5	6.1	6.9	7.7	14.1	14.7	15.1	15.7	15.9	16.5	16.4	15.6			
	TOTAL AUDIENCE (Households (000) & %)	16,320 19.0				16,750 19.5				19,240 22.4				20/20		
	CBS TV	MAGNUM, P.I. (SD)				SIMON & SIMON (SD)				KNOTS LANDING						
	AVERAGE AUDIENCE (Households (000) & %)	12,370 14.4				13,230 15.4				15,810 18.4				18.7*		
W E E K 1	SHARE OF AUDIENCE %	13.1*				14.7*				16.0*				18.1*		
	AVG. AUD. BY ¼ HR. %	22	20 *	23 *	23	22 *	22 *	24 *	24 *	32	30 *	34 *	18.8			
	TOTAL AUDIENCE (Households (000) & %)	32,470 37.8				28,780 33.5				21,900 25.5				15,120 17.6		
	NBC TV	BILL COSBY SHOW				FAMILY TIES (R)(SD)				CHEERS (R)				HILL STREET BLUES (R)		
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	29,810 34.7				26,630 31.0				17,350 20.2				11,080 12.9		
	SHARE OF AUDIENCE %	53				47				31				22 *		
	AVG. AUD. BY ¼ HR. %	33.3	36.1	31.6	30.5	23.9	22.9	20.9	19.5	14.2	13.0	12.7	11.6			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	8,330 9.7				16,150 18.8				18,550 21.6				20/20		
	ABC TV	RIPLEY'S BELIEVE IT-NOT (R)				DYNASTY II: COLBYS (SD)										
	AVERAGE AUDIENCE (Households (000) & %)	4,640 5.4				13,230 15.4				13,740 16.0				16.8*		
	SHARE OF AUDIENCE %	4.6*				14.5*				16.2*				15.2*		
W E E K 2	AVG. AUD. BY ¼ HR. %	8	7 *	10 *	10 *	24	22 *	25 *	25 *	27	28 *	27 *	14.7			
	TOTAL AUDIENCE (Households (000) & %)	16,150 18.8				14,770 17.2				18,380 21.4				20/20		
	CBS TV	MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)(SD)				KNOTS LANDING						
	AVERAGE AUDIENCE (Households (000) & %)	11,340 13.2				12,030 14.0				15,380 17.9				17.8*		
W E E K 1	SHARE OF AUDIENCE %	11.9*				13.6*				14.4*				18.0*		
	AVG. AUD. BY ¼ HR. %	20	18 *	22 *	22 *	22	21 *	22 *	22 *	31	30 *	32 *	17.4			
	TOTAL AUDIENCE (Households (000) & %)	33,330 38.8				29,210 34.0				22,510 26.2				14,770 17.2		
	NBC TV	BILL COSBY SHOW				FAMILY TIES (R)(SD)				CHEERS (R)				HILL STREET BLUES (R)		
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	29,550 34.4				26,030 30.3				17,090 19.9				11,080 12.9		
	SHARE OF AUDIENCE %	53				47				31				22 *		
	AVG. AUD. BY ¼ HR. %	32.7	36.0	30.8	29.8	23.1	23.0	20.2	19.6	13.3	13.3	12.6	12.6			

TV HOUSEHOLDS USING TV WK 1	56	50.1	50.5	60.8	65.1	66.5	66.1	66.8	66.8	67.2	66.3	65.1	61.6	60.1	56.9	54.2
(See Def. 1) WK 2	57.7	50.9	50.2	60.9	63.9	65.8	64.6	65.3	65.9	65.4	64.4	64.1	61.1	60.2	57.9	54.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. APR.17, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. APR.11, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,350 16.7		13,740 16.0		9,280 10.8		7,470 8.7		8,070 9.4			
	ABC TV					WEBSTER (R)		MR. BELVEDERE (R)(SD)		MR. SUNSHINE (SD)		JOE BASH		FALL GUY			
	AVERAGE AUDIENCE (Households (000) & %)					11,940 13.9		11,510 13.4		8,070 9.4		6,610 7.7		5,840 6.8		6.7*	7.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 13.4	14.5	23 13.7	13.1	15 9.3	9.5	13 7.8	7.7	12 6.3	12*	7.0	6.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,000 16.3				20,530 23.9				17,270 20.1			
	CBS TV					TWILIGHT ZONE (SUS-SD)				DALLAS (SD)				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)					9,710 11.3	11.1*		11.5*	17,180 20.0	18.8*		21.1*	14,690 17.1	17.4*		16.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 10.9	20*		20*	33 18.0	31*		35*	30 17.6	30*	16.9	16.7
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					14,170 16.5				16,920 19.7				18,470 21.5			
	NBC TV					RIPTIDE (SD)				LAST PRECINCT				MIAMI VICE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					10,390 12.1	11.3*		12.9*	11,680 13.6	13.2*		14.1*	14,170 16.5	16.2*		16.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 11.1	20*		22*	22 13.5	22*		23*	29 16.4	28*	16.8	30*
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					15,200 17.7		15,030 17.5		13,060 15.2		12,630 14.7		9,710 11.3			
	ABC TV					WEBSTER (R)		MR. BELVEDERE (R)(SD)		MR. SUNSHINE		MR. SUNSHINE-SPECIAL (SD)		FALL GUY (R)			
	AVERAGE AUDIENCE (Households (000) & %)					12,970 15.1		13,310 15.5		11,080 12.9		10,820 12.6		6,440 7.5		7.8*	7.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 14.1	16.2	27 15.5	15.4	22 12.8	30*	22 13.1	22 12.4	14 8.1	14*	7.0	13*
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					15,460 18.0				24,220 28.2							
	CBS TV					MAGNUM, P.I. SPECIAL (R)(SUS-SD)				CBS SPECIAL MOVIE PRES MIKE HAMMER (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					11,000 12.8	12.3*		13.3*	16,320 19.0	17.7*		18.9*		20.0*		19.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 12.1	22*		23*	33 17.2	30*		33*		35*		36*
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					11,080 12.9				11,340 13.2				15,380 17.9			
	NBC TV					RIPTIDE (SD)				LAST PRECINCT (SD)				MIAMI VICE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,220 8.4	8.5*		8.4*	7,470 8.7	8.3*		9.0*	11,600 13.5	13.2*		13.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 9.0	15*		15*	15 8.3	14*		16*	24 12.8	23*	13.7	25*
HOUSEHOLDS USING TV WK. 1		50.7				54.5	56.1	57.1	58.7	60.3	61.1	61.0	60.4	57.7	57.0	56.1	55.5
(See Def. 1) WK. 2		51.0				55.1	56.0	57.3	58.4	59.0	59.2	58.5	57.5	56.5	56.3	55.4	53.3
U.S. TV Households: 85,900,000																	

For explanation of symbols, See page A

EVE.FRI. APR.18, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. APR.12, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					8,330 9.7	7,220 8.4		10,910 12.7		13,490 15.7							
	ABC TV					REDD FOXX SHOW		BENSON (SD)		MR. AND MRS. RYAN (SD)		LOVE BOAT (R)						
	AVERAGE AUDIENCE (Households (000) & %)					6,960 8.1	6,530 7.6		7,220 8.4	7.9*	8.9*	10,390 12.1	11.3*			12.9*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 8.0	13 7.5		15 8.0	13* 7.8	16* 8.9	22 10.8	21* 11.8			24* 12.6	24.1	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					15,380 17.9			16,150 18.8									
	CBS TV					CRAZY LIKE A FOX (SD)						CBS SATURDAY NIGHT MOVIE A TOUCH OF SCANDAL(R) (SD)						
	AVERAGE AUDIENCE (Households (000) & %)					11,850 13.8	13.4*	14.3*	9,710 11.3	10.1*	11.4*			12.0*			11.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 12.9	24*	25*	20 10.3	17* 9.8	20* 11.4			22* 12.0			22* 11.9	11.6
W E K 3	TOTAL AUDIENCE (Households (000) & %)					13,920 16.2	15,720 18.3		20,870 24.3		16,490 19.2		15,290 17.8					
	NBC TV					GIMME A BREAK (R)		FACTS OF LIFE (R)(SD)		GOLDEN GIRLS (R)		ALL IS FORGIVEN (SD)		REMINGTON STEELE (R)				
	AVERAGE AUDIENCE (Households (000) & %)					11,770 13.7	14,000 16.3	18,980 22.1	14,350 16.7	11,420 13.3	13.5*			13.2*			13.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 12.8	28 14.5	38 15.7	30 16.8	25 13.9	25* 13.1			25* 13.2			25* 13.2	
W E K 4	TOTAL AUDIENCE (Households (000) & %)					7,220 8.4	6,610 7.7		16,320 19.0									
	ABC TV					REDD FOXX SHOW		BENSON (SD)				LOVE BOAT (R)(SD)						
	AVERAGE AUDIENCE (Households (000) & %)					5,840 6.8	5,670 6.6	8,930 10.4	8.5*	10.9*			11.3*			11.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 6.7	12 6.9	19 8.1	15* 8.9	20* 10.7	20* 11.1			22* 11.7			22* 10.9	11.0
W E K 5	TOTAL AUDIENCE (Households (000) & %)					13,830 16.1			15,630 18.2									
	CBS TV					CRAZY LIKE A FOX (SD)						CBS SATURDAY NIGHT MOVIE SCORNER AND SWINDLER(R) (SD)						
	AVERAGE AUDIENCE (Households (000) & %)					11,000 12.8	12.5*	13.0*	9,190 10.7	8.6*	10.2*			11.7*			12.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 12.1	24*	24*	20 8.7	15* 8.5	19* 9.9			22* 10.6			25* 11.4	12.4
W E K 6	TOTAL AUDIENCE (Households (000) & %)					13,060 15.2	15,380 17.9		20,530 23.9		14,770 17.2		13,400 15.6					
	NBC TV					GIMME A BREAK (R)		FACTS OF LIFE (R)(SD)		GOLDEN GIRLS (R)		ALL IS FORGIVEN		REMINGTON STEELE (R)				
	AVERAGE AUDIENCE (Households (000) & %)					11,510 13.4	13,830 16.1	18,380 21.4	12,460 14.5	9,790 11.4	11.6*			11.3*			11.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 12.8	29 14.1	38 15.3	27 16.8	22 10.9	22* 11.2			22* 11.1			22* 11.5	
TV HOUSEHOLDS USING TV		WK 1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	
(See Def. 1)		WK 2	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	10.1	
U.S. TV Households: 85,900,000			52.8	50.3	50.3	50.7	51.7	53.8	55.7	56.7	57.0	55.1	54.3	54.4	54.4	53.9	52.6	

For explanation of symbols, See page A.

EVE.SAT. APR.19, 1986



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. APR.12, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 3,260  
(Households (000) & %) { 3.8

## ABC TV

AVERAGE AUDIENCE { 3,090  
(Households (000) & %) { 3.6  
SHARE OF AUDIENCE % 9  
AVG. AUD. BY ¼ HR. % 3.6

W

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K

1

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %) {

10,390  
12.1

SATURDAY NIGHT  
(11:30-12:49AM)  
(SUSTAINING 12:49-1:00AM)

## NBC TV

AVERAGE AUDIENCE { 5,760  
(Households (000) & %) { 6.7 8.3\* 6.1\* 5.0\*  
SHARE OF AUDIENCE % 22 22\* 21\* 20\*  
AVG. AUD. BY ¼ HR. % 8.5 8.0 6.7 5.5 5.1 4.5

TOTAL AUDIENCE {  
(Households (000) & %) {

2,660  
3.1

## ABC TV

AVERAGE AUDIENCE { 2,490  
(Households (000) & %) { 2.9  
SHARE OF AUDIENCE % 10  
AVG. AUD. BY ¼ HR. % 2.9

W

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2

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %) {

10,310  
12.0

SATURDAY NIGHT  
(11:30-12:47AM)  
(SUSTAINING 12:47-1:00AM)

## NBC TV

AVERAGE AUDIENCE { 6,180  
(Households (000) & %) { 7.2 7.9\* 7.2\* 6.1\*  
SHARE OF AUDIENCE % 22 22\* 23\* 23\*  
AVG. AUD. BY ¼ HR. % 7.9 7.8 7.6 6.8 6.2 5.1

TV HOUSEHOLDS USING TV WK. 1	48.7	44.1	41.1	35.2	31.4	27.8	25.0	22.9	20.5	18.4	15.5	14.5	12.6	12.1	11.3	10.5
(See Def. 1) WK. 2	46.2	42.6	37.8	34.9	32.6	29.4	26.9	24.3	21.7	19.5	16.4	14.1	12.1	11.0	9.9	9.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. APR.19, 1986

## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. APR. 13, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 17,870 20.8										{ 16,660 19.4							
	ABC TV	DISNEY SUNDAY MOVIE A FIGHTING CHOICE (SD)										ABC SUNDAY NIGHT MOVIE THE MAN WITH THE GOLDEN GUN(R) (9:00-11:35PM) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 11,000 12.8 10.1* 11.9* 14.0* 15.1* 8,500 9.9 9.8* 9.8* 10.2* 10.2* 21 18* 20* 21* 22* 16 14* 14* 15* 15* 8.3 10.9 11.7 12.1 13.8 14.2 15.2 15.1 10.0 9.6 9.7 10.0 10.4 10.0 10.0 10.3																	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 25,600 29.8										{ 23,880 27.8							
	CBS TV	60 MINUTES										MURDER, SHE WROTE (SD)						DREAM WEST PART 1 (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 19,590 22.8 21.0* 24.6* 25.8 25.4* 26.2* 19.5 20.7* 19.6* 19.3* 18.6* 40 38* 41* 39 39* 38* 29 29* 28* 29* 29* 19.6 22.4 24.2 25.0 25.2 25.6 26.5 21.3 20.1 19.7 19.4 19.4 19.3 18.8 19.4																	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR																		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,110 10.6										{ 37,020 43.1							
	NBC TV	PUNKY BREWSTER FATHERS & SONS AMAZING STORIES ALFRED HITCHCOCK PRESENTS (SD)										NBC SUNDAY NIGHT MOVIE RETURN OF MAYBERRY							
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,390 8.6 9.7 12.6 12.9 11,080 33.0 32.7* 34.3* 33.1* 31.4* 16 16 19 19 49 46* 49* 5.4* 1* 8.4 8.8 9.0 10.3 12.3 12.9 11.7 14.2 31.4 34.0 34.4 34.2 34.1 35.4 32.8 34.4																	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 15,630 18.2										{ 30,070 35.0							
	ABC TV	DISNEY SUNDAY MOVIE MR. BOOGEDY										ABC SUNDAY NIGHT MOVIE SUPERMAN III (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,650 12.4 11.1* 13.7* 19.3 17.8* 20.0* 19.8* 19.8* 20.0* 18.4* 22 20* 23* 30 28* 31* 30* 30* 32* 31* 10.8 11.5 13.2 14.2 17.1 18.5 19.7 20.2 20.2 19.5 19.9 20.3 19.7 19.7 17.2																	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 27,320 31.8										{ 30,070 35.0							
	CBS TV	60 MINUTES										DREAM WEST PART 3 (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 20,360 23.7 22.1* 25.4* 20.1 19.5* 19.4* 21.1* 20.4* 20.1* 20.1* 42 40* 43* 32 31* 30* 32* 31* 32* 34* 21.2 23.1 24.9 25.9 20.2 18.7 19.2 19.6 21.0 21.2 20.5 20.2 20.1 20.1 20.2 19.9																	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,650 8.9										{ 19,070 22.2							
	NBC TV	PUNKY BREWSTER FATHERS & SONS AMAZING STORIES ALFRED HITCHCOCK PRESENTS (R)(SD)										NBC SUNDAY NIGHT MOVIE ORDINARY PEOPLE(R) (9:00-11:30PM) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,100 7.2 7.1 9,450 8,930 10,820 12.6 12.1* 12.8* 12.8* 12.7* 11 11 17 16 21 18* 20* 20* 22* 6.7 7.8 7.0 7.2 10.5 11.6 10.5 10.3 11.7 12.4 12.8 12.9 13.0 12.6 12.4 13.0																	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR																		
TV HOUSEHOLDS USING TV WK 1		54.6	54.6	54.4	54.4	54.4	54.4	54.4	54.4	54.4	54.4	54.4	54.4	54.4	54.4	54.4	54.4		
(See Def 1) WK 2		54.6	54.6	54.4	54.4	54.4	54.4	54.4	54.4	54.4	54.4	54.4	54.4	54.4	54.4	54.4	54.4		
U.S. TV Households: 85,900,000																			

For explanation of symbols, See page A.

EVE. SUN. APR. 20, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. APR.13, 1986

NATIONAL TV AUDIENCE ESTIMATES																		
TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					{											
	ABC TV	ABC SUNDAY NIGHT MOVIE THE MAN WITH A GOLDEN GUN(R) (9:00-11:35PM)					1,980 2.3 ABC WEEKEND REPORT-SUN. (12:05-12:20AM)											
	AVERAGE AUDIENCE (Households (000) & %)	{					{											
	SHARE OF AUDIENCE %	{					{											
W E E K 2	AVG. AUD. BY ¼ HR. %	10.4	9.8	7.0						2.2	2.2							
	TOTAL AUDIENCE (Households (000) & %)	{					{											
	CBS TV	4,300 5.0 CBS SUNDAY NEWS																
	AVERAGE AUDIENCE (Households (000) & %)	{					{											
W E E K 1	SHARE OF AUDIENCE %	{					{											
	AVG. AUD. BY ¼ HR. %	{					{											
	TOTAL AUDIENCE (Households (000) & %)	{					{											
	NBC TV						1,890 2.2 MICHAELS SPORTS MACHINE											
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{					{											
	SHARE OF AUDIENCE %	{					{											
	AVG. AUD. BY ¼ HR. %	{					{											
	TOTAL AUDIENCE (Households (000) & %)	{					{											
W E E K 1	ABC TV						2,830 3.3 ABC WEEKEND REPORT-SUN.											
	AVERAGE AUDIENCE (Households (000) & %)	{					{											
	SHARE OF AUDIENCE %	{					{											
	AVG. AUD. BY ¼ HR. %	{					{											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					{											
	CBS TV	4,980 5.8 CBS SUNDAY NEWS OSGOOD																
	AVERAGE AUDIENCE (Households (000) & %)	{					{											
	SHARE OF AUDIENCE %	{					{											
W E E K 1	AVG. AUD. BY ¼ HR. %	{					{											
	TOTAL AUDIENCE (Households (000) & %)	{					{											
	NBC TV	1,460 1.7 NBC SUNDAY NIGHT MOVIE ORDINARY PEOPLE(R) (9:00-11:30PM)					1,290 1.5 MICHAELS SPORTS MACHINE											
	AVERAGE AUDIENCE (Households (000) & %)	{					{											
W E E K 2	SHARE OF AUDIENCE %	{					{											
	AVG. AUD. BY ¼ HR. %	{					{											
	TOTAL AUDIENCE (Households (000) & %)	{					{											
	NBC TV						12.7* 27* 13.1 12.2											
TV HOUSEHOLDS USING TV		WK. 1	49.7	41.7	34.4	29.8	24.9	22.2	19.4	17.2	14.6	13.5	11.6	10.5	9.6	8.4	7.6	7.0
(See Def. 1)		WK. 2	49.1	41.2	34.1	29.9	24.6	21.6	18.4	16.1	14.1	13.1	11.6	10.5	8.9	7.6	6.5	6.1

TV HOUSEHOLDS USING TV WK. 1	49.7	44.7	54.4	29.8	24.9	22.2	19.4	17.2	14.6	13.5	11.6	10.5	9.6	8.4	7.6	7.0
(See Def. 1) WK. 2	49.1	44.2	54.1	29.9	24.6	21.6	18.4	16.1	14.1	13.1	11.6	10.5	8.9	7.6	6.5	6.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SUN. APR.20, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 7-11, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

5,500 6.4		5,500 6.4	
← GOOD MORNING, AMERICA-730 →		← GOOD MORNING, AMERICA-830 →	
(CO-OP)		(CO-OP)	
(PARTICIPATING)		(PARTICIPATING)	
4,380		4,550	
5.1		5.3	
22		22	
5.1		5.3	

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,350		3,180		4,810		4,040	
3.9		3.7		5.6		4.7	
CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		NEW CARD SHARKS	
2,490		2,490		4,120		3,520	
2.9		2.9		4.8		4.1	
13		12		20		18	
3.0		2.7		4.6		5.0	

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

6,270		5,930		4,550		4,810	
7.3		6.9		5.3		5.6	
← TODAY SHOW-7.30AM →		← TODAY SHOW-8.30AM →		FAMILY TIES M-F		SALE OF THE CENTURY	
(CO-OP)		(CO-OP)					
(PARTICIPATING)		(PARTICIPATING)					
4,980		4,900		3,870		4,210	
5.8		5.7		4.5		4.9	
25		24		19		21	
5.9		5.8		4.3		4.6	

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

6,360		5,930		(SUS-OP)	
7.4		6.9			
← GOOD MORNING, AMERICA-730 →		← GOOD MORNING, AMERICA-830 →			
(CO-OP)		(CO-OP)			
(PARTICIPATING)		(PARTICIPATING)			
5,070		4,900			
5.9		5.7			
24		23			
5.9		5.7			

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

4,040		4,210		5,240		4,380	
4.7		4.9		6.1		5.1	
CBS MORNING NEWS 1		CBS MORNING NEWS 2		(SUS-OP)		\$25,000 PYRAMID	
3,010		3,260		4,380		3,780	
3.5		3.8		5.1		4.4	
14		15		21		18	
3.5		3.8		4.9		5.4	

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

7,300		6,440		4,300		4,720	
8.5		7.5		5.0		5.5	
← TODAY SHOW-7.30AM →		← TODAY SHOW-8.30AM →		FAMILY TIES M-F		SALE OF THE CENTURY	
(CO-OP)		(CO-OP)					
(PARTICIPATING)		(PARTICIPATING)					
5,760		5,330		3,440		4,120	
8.7		6.2		4.0		4.8	
27		25		16		20	
8.7		6.1		4.0		4.7	

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1)

15.4	18.0	19.9	21.0	22.1	23.0	23.4	23.7	24.5	25.2	24.9	24.4	24.0	23.6	22.9	23.0
17.4	19.9	21.4	22.6	23.6	24.6	24.9	25.1	25.1	25.6	25.4	25.0	24.6	24.3	23.5	23.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. APR. 14-18, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 7-11, 1986

		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TIME																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	2,320 2.7		2,060 2.4		2,490 2.9		3,870 4.5		8,680 10.1			8,420 9.8			
			LIFESTYLES-RICH & FAM-M-F		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN			ONE LIFE TO LIVE (SD)			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	1,890 2.2		1,720 2.0		2,150 2.5		3,260 3.8		6,530 7.6		7.3*	6,530 7.6		7.5*	7.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	9 2.3		8 2.0		9 2.4		14 3.6		25 7.1		24* 7.6	26* 8.0		25* 7.6	27* 7.9
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	6,360 7.4		8,160 9.5				8,850 10.3		7,300 8.5					4,380 5.1	
			PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS					CAPITOL	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,410 6.3		7,040 8.2				7,040 8.2		5,580 6.5		6.4*			6.6*	3,870 4.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 5.8		34 7.9				30 7.8		22 6.6		21* 6.2			22* 6.6	16 4.6
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	6,610 7.7		5,070 5.9		3,690 4.3		2,920 3.4		8,070 9.4			5,670 6.6			
			WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD (SD)			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,760 6.7		4,380 5.1		3,350 3.9		2,580 3.0		6,610 7.7		7.4*	4,470 5.2		5.2*	5.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 6.5		21 5.0		15 3.8		11 3.0		25 7.3		25* 7.6	18* 5.3		18* 5.0	18* 5.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	2,490 2.9		2,150 2.5		2,920 3.4		4,120 4.8		8,500 9.9			8,910 10.4			
			LIFESTYLES-RICH & FAM-M-F		NEW LOVE AMERICAN STYLE		RYAN'S HOPE (SUS-OP)		LOVING		ALL MY CHILDREN			ONE LIFE TO LIVE (SD)			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	1,980 2.3		1,720 2.0		2,410 2.8		3,690 4.3		6,610 7.7		7.3*	6,790 7.9		7.6*	8.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 2.3		8 2.0		10 2.8		15 4.0		25 6.9		24* 7.5	27* 8.0		26* 7.7	28* 8.2
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	6,610 7.7		8,330 9.7				8,930 10.4		6,960 8.1					4,300 5.0	
			PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS (SUS-SD)		AS THE WORLD TURNS (SUS-OP)					CAPITOL	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,760 6.7		7,300 8.5				6,790 7.9		5,410 6.3		6.3*			6.3*	3,780 4.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 6.5		34 7.9				28 7.9		21 6.4		21* 6.1			22* 6.2	15 4.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	5,760 7.9		5,500 6.4		3,610 4.2		3,090 3.6		8,250 9.6			6,010 7.0			
			WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD (SD)			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,760 6.7		4,640 5.4		3,260 3.8		2,660 3.1		6,440 7.5		7.1*	4,640 5.4		5.4*	5.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 6.5		22 5.4		14 3.7		11 3.0		25 6.7		24* 7.5	19 5.2		18* 5.5	19* 5.5

TV HOUSEHOLDS USING TV	WK. 1	22.8	24.1	24.1	25.0	26.8	27.9	28.1	28.5	29.4	30.1	30.4	30.4	29.8	30.1	29.2	29.4
(See Def. 1)	WK. 2	23.7	24.9	24.9	25.4	27.5	28.8	29.0	29.3	29.4	30.0	30.1	29.8	29.6	29.6	28.9	29.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. APR. 14-18, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 7-11, 1986

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	9,450 11.0	GENERAL HOSPITAL								10,740 12.5 ABC WORLD NEWS TONIGHT	
	ABC TV													
	AVERAGE AUDIENCE (Households (000) & %)		{	7,390 8.6	8.4*			8.7*				9,280 10.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	28 8.2	28 *	8.8		28 *	8.7			20 10.8 10.8		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	6,870 8.0	GUIDING LIGHT (SD)(SUS-SD)						1,980 2.3 PRESS YOUR LUCK	12,280 14.3 CBS EVENING NEWS- RATHER		
	CBS TV													
	AVERAGE AUDIENCE (Households (000) & %)		{	5,500 6.4	6.2*			6.5*	1,630 1.9				10,390 12.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	21 5.9	20 *	6.6		21 *	6 1.9	1.9			23 12.1 12.2	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{	4,810 5.6	SANTA BARBARA								11,080 12.9 NBC NIGHTLY NEWS	
	NBC TV													
	AVERAGE AUDIENCE (Households (000) & %)		{	3,780 4.4	4.3*			4.4*				9,530 11.1		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	14 4.4	14 *	4.4		14 *	4.5			21 10.9 11.3		
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{	9,880 11.5	GENERAL HOSPITAL						(S)(OP)	12,370 14.4 ABC WORLD NEWS TONIGHT		
	ABC TV													
	AVERAGE AUDIENCE (Households (000) & %)		{	7,900 9.2	9.0*			9.4*				10,480 12.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	29 9.0	30 *	9.4		29 *	9.3			22 12.2 12.3		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{	6,440 7.5	GUIDING LIGHT (SD)(SUS-SD)						2,060 2.4 PRESS YOUR LUCK	CBS EVENING NEWS- RATHER		
	CBS TV													
	AVERAGE AUDIENCE (Households (000) & %)		{	5,150 6.0	5.9*			6.1*	1,720 2.0				11,720 13.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	19 5.7	19 *	6.1		19 *	6 2.0	1.9			25 13.7 13.5	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{	4,200 5.1	SANTA BARBARA								12,840 15.0 NBC NIGHTLY NEWS	
	NBC TV													
	AVERAGE AUDIENCE (Households (000) & %)		{	3,570 4.3	4.1*			4.6*				10,910 12.7		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	14 4.4	14 *	4.4		14 *	4.7			23 12.6 12.8		

TV HOUSEHOLDS USING TV WK 1  
(See Def. 1)

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

DAY MON.-FRI. APR. 14-18, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{				3,090 3.8		3,440 4.0		4,980 5.8		4,720 5.5		4,720 5.5		4,210 4.9		
	ABC TV	{				PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS		
	AVERAGE AUDIENCE (Households (000) & %)	{				2,580 3.0		2,830 3.3		3,950 4.6		4,120 4.8		3,780 4.4		3,440 4.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				16 2.9	3.0	15 3.1	3.5	19 4.2	5.0	19 4.7	4.8	17 4.5	4.3	15 3.8	4.1	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{				4,210 4.9		5,410 6.3		7,730 9.0	MUPPET BABIES & MONSTERS			ROCK N WRESTLING				
	CBS TV	{				WUZZLES (SUS-SD)		BERENSTAIN BEARS (SUS-SD)										
	AVERAGE AUDIENCE (Households (000) & %)	{				3,010 3.5		4,470 5.2		5,580 6.5	6.3*		6.7*	4,720 5.5	5.3*		5.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				19 2.8	4.1	23 4.9	5.6	26 6.2	26* 6.4		26* 6.8	21 5.3	21* 5.3		22* 5.8	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{				3,780 4.4		4,810 5.6		5,070 5.9		6,180 7.2		6,790 7.9		6,010 7.0		
	NBC TV	{				SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER		
	AVERAGE AUDIENCE (Households (000) & %)	{				3,180 3.7		4,300 5.0		4,470 5.2		5,330 6.2		5,760 6.7		4,980 5.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				20 3.3	4.1	22 5.0	4.9	21 4.9	5.4	24 6.0	6.3	26 7.0	6.5	22 5.5	6.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{				2,830 3.3		3,090 3.6		4,210 4.9		4,810 5.6		4,900 5.7		3,690 4.3		
	ABC TV	{				PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS		
	AVERAGE AUDIENCE (Households (000) & %)	{				2,060 2.4		2,410 2.8		3,440 4.0		4,040 4.7		3,870 4.5		2,920 3.4		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				13 2.3	2.5	13 2.5	3.1	17 3.7	4.3	19 4.5	4.8	17 4.4	4.6	13 3.4	3.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{				3,610 4.2		4,810 5.6		6,360 7.4	MUPPET BABIES & MONSTERS			ROCK N WRESTLING				
	CBS TV	{				WUZZLES (SUS-SD)		BERENSTAIN BEARS (SUS-SD)										
	AVERAGE AUDIENCE (Households (000) & %)	{				3,260 3.8		3,690 4.3		4,300 5.0	4.9*		5.0*	4,120 4.8	4.5*		5.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				20 3.6	4.0	20 4.3	4.2	20 4.9	21* 5.0		20* 4.9	18 4.4	17* 4.5		20* 5.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{				4,380 5.1		4,550 5.3		6,360 7.4		7,220 8.4		7,390 8.6		7,130 8.3		
	NBC TV	{				SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER		
	AVERAGE AUDIENCE (Households (000) & %)	{				3,690 4.3		3,870 4.5		5,150 6.0		5,930 6.9		6,270 7.3		6,010 7.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				23 4.2	4.4	21 4.1	4.8	25 5.6	6.3	27 7.1	6.8	28 7.3	7.3	27 6.9	7.2	
TV HOUSEHOLDS USING TV		WK 1	11.1	11.1	11.7	15.7	18.5	21.1	22.5	23.9	25.0	25.4	25.9	26.5	26.1	26.0	26.3	26.9
(See Def. 1)		WK 2	11.1	11.1	11.7	16.7	18.8	20.4	21.3	22.8	23.5	24.6	24.7	25.1	25.7	25.8	26.0	25.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. APR. 12, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,520 4.1	3,180 3.7	3,350 3.9	3,950 4.6	AMERICAN BANDSTAND									
	ABC TV		DROIDS: ADVENTURES	SUPERPOWERS TEAM (SD)	ABC WEEKEND SPECIALS MAYDAY MAYDAY PART 1											
	AVERAGE AUDIENCE (Households (000) & %)	{	2,830 3.3	2,490 2.9	2,490 2.9	2,150 2.5	2.3*			2.8*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 3.5	11 3.0	11 3.1	9 2.3	8 *			10 *						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,980 5.8	4,040 4.7	2,750 3.2	3,090 3.6	WORLD CHAMP. TENNIS-SAT									
	CBS TV		RICHIE RICH (SD)	DUNGEONS AND DRAGONS (SD)	POLE POSITION	GET ALONG GANG (SD)										
	AVERAGE AUDIENCE (Households (000) & %)	{	4,210 4.9	3,350 3.9	2,410 2.8	2,580 3.0				1,460 1.7						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 4.9	15 4.8	10 3.7	11 3.0				5 2.0						
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	5,500 6.4	4,550 5.3	3,610 4.2	3,010 3.5	4,210 4.9	19,330 22.5	NBC MAJOR LEAGUE BASEBALL TORONTO VS KANSAS CITY NEW YORK METS VS PHILADELPHIA (1:18-8:30PM)(OP)							
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)	KIDD VIDEO (SD)	MR. T	SPIDERMAN AND FRIENDS	(1) (-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,900 5.7	3,870 4.5	3,010 3.5	2,490 2.9	3,780 4.4	7,040 8.2		6.3*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 5.7	17 5.6	13 4.7	10 3.6	16 4.4	24 5.0		22 *						
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	2,920 3.4	3,350 3.9	3,780 4.4	5,240 6.1	AMERICAN BANDSTAND									
	ABC TV		DROIDS: ADVENTURES	SUPERPOWERS TEAM (SD)	ABC WEEKEND SPECIALS MAYDAY MAYDAY PART 2											
	AVERAGE AUDIENCE (Households (000) & %)	{	2,320 2.7	2,660 3.1	3,090 3.6	3,010 3.5	3.2*			3.8*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11 3.0	12 2.5	14 3.0	13 3.9	12 *			15 *						
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	4,470 5.2	3,610 4.2	2,230 2.6	2,660 3.1	HERITAGE GOLF CLASSIC-SAT									
	CBS TV		RICHIE RICH (SD)	DUNGEONS AND DRAGONS (SD)	POLE POSITION	GET ALONG GANG (SD)										
	AVERAGE AUDIENCE (Households (000) & %)	{	3,690 4.3	2,830 3.3	1,800 2.1	1,890 2.2				2,150 2.5						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	17 4.1	13 4.4	8 2.3	8 2.0				9 2.1						
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	6,440 7.5	5,070 5.9	4,300 5.0	3,440 4.0	3,780 4.4	19,500 22.7	NBC MAJOR LEAGUE BASEBALL LOS ANGELES VS ATLANTA ST. LOUIS VS MONTREAL (1:18-7:00PM)(OP)							
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)	KIDD VIDEO (SD)	MR. T	SPIDERMAN AND FRIENDS	(2) (-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.2	4,040 4.7	3,610 4.2	2,660 3.1	3,440 4.0	6,100 7.1		5.3*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25 6.2	19 6.2	16 4.8	12 4.3	16 3.1	21 4.3		20 *						
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1 26.6	27.1	27.1	26.8	27.0	28.1	28.5	28.5	28.6	28.8	29.9	29.7	30.9	31.3
			WK. 2 25.4	26.2	26.0	26.4	26.3	26.5	26.2	26.4	26.0	26.6	26.9	27.0	27.7	28.9

U.S. TV Households: 85,900,000

(1)NBC MAJOR LEAGUE PRE GAME,NBC,(1:00-1:16PM)

(2)NBC MAJOR LEAGUE PRE GAME,NBC,(1:00-1:18PM)

For explanation of symbols, See page A

DAY SAT. APR. 19, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. APR. 12, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	6,960 8.1						10,140 11.8									10,050 11.7
	<div> <div>PRO BOWLERS TOUR (3:00-4:33PM) (-OP)</div> <div>ABC WIDE WORLD-SPORTS SAT (4:33-8:00PM) (-OP)</div> <div>ABC WRLD NEWS TONIGHT-SAT</div> </div>																	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,210 4.9	4.1*			5.0*		4,810 5.6	5.0*				6.2*		5.5*		7,990 9.3
	SHARE OF AUDIENCE %	{	14	12 *			14 *		15 *	14 *				16 *		13 *		20
	AVG. AUD. BY ¼ HR. %	{	3.6	4.6	5.1	4.9	5.5	5.5	5.1	4.9	5.8	6.8	5.4	5.6			9.1	9.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{			10,390 12.1													8,850 10.3
	<div> <div>WORLD CHAMP. TENNIS-SAT</div> <div>MASTERS GOLF TOURN. SAT. (3:30-6:04PM)</div> <div>CBS SAT. NEWS-SCHIEFFER</div> </div>																	
	AVERAGE AUDIENCE (Households (000) & %)	{			4,550 5.3	3.7*		4.6*		5.1*		5.8*		6.9*				7,040 8.2
	SHARE OF AUDIENCE %	{		1.8*	15	11 *		13 *		14 *		16 *		18 *				17
	AVG. AUD. BY ¼ HR. %	{	1.9	1.8	3.3	4.1	4.6	4.6	5.0	5.2	5.6	5.9	6.7	7.1	7.3		7.7	8.8
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{																6,270 7.3
	<div> <div>NBC MAJOR LEAGUE BASEBALL TORONTO VS KANSAS CITY NEW YORK METS VS PHILADELPHIA (1:16-6:30PM)</div> <div>NBC NIGHTLY NEWS-SAT(8)</div> </div>																	
	AVERAGE AUDIENCE (Households (000) & %)	{		8.4*		8.6*		8.0*		8.3*		8.1*		8.9*		9.9*		5,070 5.9
	SHARE OF AUDIENCE %	{		26 *		25 *		22 *		23 *		22 *		23 *		23 *		13
	AVG. AUD. BY ¼ HR. %	{	8.1	8.8	8.4	8.8	7.9	8.1	8.6	8.0	8.2	8.0	8.7	9.0	9.8	10.1	5.7	6.0
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	7,650 8.9						9,360 10.9									9,620 11.2
	<div> <div>PRO BOWLERS TOUR (3:00-4:33PM) (-OP)</div> <div>ABC WIDE WORLD-SPORTS SAT (4:33-8:00PM) (-OP)</div> <div>ABC WRLD NEWS TONIGHT-SAT</div> </div>																	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,300 5.0	4.0*		4.8*		6.1*		5.2*		5.6*		5.0*				8,070 9.4
	SHARE OF AUDIENCE %	{	16	13 *		15 *		18 *		14 *		15 *		13 *				21
	AVG. AUD. BY ¼ HR. %	{	3.8	4.1	4.6	4.9	5.9	6.3	5.2	5.1	5.6	5.5	4.8	5.1			9.4	9.5
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{			9,190 10.7													8,850 10.3
	<div> <div>HERITAGE GOLF CLASSIC-SAT</div> <div>NBA PLAYOFF GAME SAT DETROIT VS ATLANTA SAN ANTONIO VS LOS ANGELES (3:30-6:11PM)</div> <div>CBS SAT. NEWS-SCHIEFFER</div> </div>																	
	AVERAGE AUDIENCE (Households (000) & %)	{		2.9*	3,440 4.0	3.3*		3.8*		4.2*		3.9*		4.3*		4.8*		6,790 7.9
	SHARE OF AUDIENCE %	{		10 *	12	11 *		12 *		12 *		11 *		12 *		12 *		18
	AVG. AUD. BY ¼ HR. %	{	3.0	2.8	3.1	3.5	3.6	4.0	4.5	3.9	3.8	4.1	4.5	4.1	4.8		7.2	8.5
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{																
	<div> <div>NBC MAJOR LEAGUE BASEBALL LOS ANGELES VS ATLANTA ST. LOUIS VS MONTREAL (1:16-7:00PM)</div> </div>																	
	AVERAGE AUDIENCE (Households (000) & %)	{		6.9*		6.2*		6.8*		7.9*		8.1*		8.8*		8.6*		8.3*
	SHARE OF AUDIENCE %	{		23 *		20 *		21 *		23 *		23 *		24 *		21 *		19 *
	AVG. AUD. BY ¼ HR. %	{	6.9	6.8	6.2	6.2	6.6	7.0	7.5	8.3	8.0	8.3	8.6	9.0	8.8	8.3	8.9	7.7
TV HOUSEHOLDS USING TV WK. 1			31.9	31.8	34.6	35.6	36.5	36.8	36.6	36.6	37.5	38.9	40.1	41.7	44.6	46.2	46.3	48.3
(See Def. 1)			29.6	30.8	31.0	31.6	33.2	34.3	34.7	35.2	37.1	37.8	38.8	39.7	43.0	43.5	44.8	46.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. APR. 19, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. APR. 13, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {  
(Households (000) & %)

E

CBS TV

E

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {  
(Households (000) & %)

E

CBS TV

E

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

FOR OUR TIMES (SUS)		SUNDAY MORNING										FACE THE NATION	
7,390 8.6												2,580 3.0	
4,120 4.8		4.2*		5.1*		5.3*		2,060 2.4					
20 3.7		19 *		21 *		20 *		8 2.5		2.4			

8,760  
10.2

SUNDAY MORNING SP EDITION

4,470  
5.2  
20  
4.9

4.9\*

5.1\*

5.3\*

5.5\*

5.1\*

19 \*

4.9

TV HOUSEHOLDS USING TV	WK. 1	7.6	9.1	10.9	12.8	14.8	17.9	19.3	20.6	21.9	24.1	25.0	25.8	26.1	26.5	27.4	27.0
(See Def. 1)	WK. 2	7.6	9.4	11.0	13.5	15.3	17.5	20.1	22.0	23.8	25.3	26.1	26.6	26.8	27.2	27.4	27.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. APR. 20, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. APR.13, 1986

NATIONAL TV AUDIENCE																				
TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		5,760 6.7																
	ABC TV	← THIS WEEK-DAVID BRINKLEY →																		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,780 4.4		4.1*				4.6*										
	SHARE OF AUDIENCE %	{		15		14 *				16 *										
AVG. AUD. BY ¼ HR. %	{		3.9		4.3		4.4		4.9											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		8,500 9.9		← WORLD CHAMP. TENNIS SUN →														
	AVERAGE AUDIENCE (Households (000) & %)	{		2,580 3.0		2.3*		3.0*		3.5*		3.1*		3.0*		3.2*				
	SHARE OF AUDIENCE %	{		10		8 *		10 *		12 *		10 *		9 *		10 *				
	AVG. AUD. BY ¼ HR. %	{		2.2		2.3		2.7		3.2		3.4		2.9		3.0		3.3		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{		3,870 4.5		← FAMILY CIRCLE TENNIS-SUN (2:00-4:15PM) →														
	ABC TV	← MEET THE PRESS →																		
	AVERAGE AUDIENCE (Households (000) & %)	{		2,920 3.4																
	SHARE OF AUDIENCE %	{		12		3.6														
AVG. AUD. BY ¼ HR. %	{		3.2																	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{		6,530 7.6		← THIS WEEK-DAVID BRINKLEY →														
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{		4,380 5.1		4.7*		5.4*												
	SHARE OF AUDIENCE %	{		17		16 *		18 *												
AVG. AUD. BY ¼ HR. %	{		4.4		5.0		5.5		5.4											
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{		16,660 19.4		← NBA PLAYOFF GAME-1 →														
	CBS TV	WASHINGTON VS PHILADELPHIA CHICAGO VS BOSTON (3:00-4:14PM)																		
	AVERAGE AUDIENCE (Households (000) & %)	{		6,960 8.1		5.9*		7.4*				6.8*		7.6*						
	SHARE OF AUDIENCE %	{		23		19 *		22 *				20 *		21 *						
AVG. AUD. BY ¼ HR. %	{		5.1		6.6		7.4		7.5		7.2		6.4		7.5		7.8			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{		3,610 4.2		← LONG BEACH GRAND PRIX →														
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	{		2,830 3.3																
	SHARE OF AUDIENCE %	{		11																
AVG. AUD. BY ¼ HR. %	{		3.1		3.5															
TV HOUSEHOLDS USING TV WK 1 WK 2																				
(See Def. 1)																				
27.0 27.9 28.2 28.4 27.7 28.7 28.8 29.6 29.9 31.2 31.7 31.7 32.6 33.9 33.5 34.0																				
27.7 28.1 28.5 28.8 29.7 31.0 31.2 31.1 31.4 32.4 32.7 33.1 33.7 34.9 35.8 37.1																				

TV HOUSEHOLDS USING TV WK. 1	27.0	27.9	28.2	28.4	27.7	28.7	28.8	29.6	29.9	31.2	31.7	31.7	32.6	33.9	33.5	34.0
(See Def. 1) WK. 2	27.7	28.1	28.5	28.8	29.7	31.0	31.2	31.1	31.4	32.4	32.7	33.1	33.7	34.9	35.8	37.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. APR.20, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. APR. 13, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	6,960 8.1 <div>             ABC SUNDAY AFTERNOON BSBL              NEW YORK METS VS PHILADELPHIA              TORONTO VS KANSAS CITY              MULTI-SEGMENT TELECAST           </div>															7,130 8.3 ABC WORLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	2,830 3.3	2.7*		3.1*		3.3*		3.4*		3.4*	4.1*					5,670 6.6
	SHARE OF AUDIENCE %	9	8 *		9 *		9 *		9 *		9 *	10 *					14
	AVG. AUD. BY ¼ HR. %	2.8	2.8	3.0	3.2	3.3	3.4	3.5	3.3	3.3	3.5	4.0				6.4	6.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	14,690 17.1 <div>             MASTERS GOLF TOURN.-SUN              (3:00-6:20PM)              (50%)           </div>															3,520 4.1 CBS EVENING NEWS-SUN(B) (6:00-6:20PM) (50)
	AVERAGE AUDIENCE (Households (000) & %)	6,440 7.5	4.6*		5.0*		6.5*		7.5*		8.4*	10.4*					2,750 3.2
	SHARE OF AUDIENCE %	20	14 *		15 *		18 *		20 *		22 *	26 *					7
	AVG. AUD. BY ¼ HR. %	4.4	4.7	4.9	5.1	5.9	7.2	7.6	7.4	8.1	8.7	9.9	10.9	3.2	3.2		3.2
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	6,790 7.9 <div>             FAMILY CIRCLE TENNIS-SUN              (2:00-4:15PM)           </div>															9,280 10.8 NBC NIGHTLY NEWS-SUN
	AVERAGE AUDIENCE (Households (000) & %)		2.6*		2.5*		3.4*		4.3		4.3*	5.0*					7,820 9.1
	SHARE OF AUDIENCE %		8 *		7 *		10 *		11		12 *	13 *					19
	AVG. AUD. BY ¼ HR. %	2.9	2.4	2.3	2.6		3.4	4.0	4.5	4.9	5.0					8.7	9.4
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	6,870 8.0 <div>             ABC SUNDAY AFTERNOON BSBL              ST. LOUIS VS MONTREAL              KANSAS CITY VS TORONTO              MULTI-SEGMENT TELECAST           </div>															6,870 8.0 ABC WORLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	2,230 2.6	2.1*		2.0*		2.5*		3.2*		3.0*						5,930 6.9
	SHARE OF AUDIENCE %	7	6 *		5 *		7 *		9 *		8 *						15
	AVG. AUD. BY ¼ HR. %	2.0	2.1	2.1	2.0	2.1	2.9	3.3	3.1	3.0	2.9					6.6	7.2
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	11,080 12.9 <div>             NBA PLAYOFF GAME-1              WASHINGTON VS PHILADELPHIA              CHICAGO VS BOSTON              (1:00-4:14PM) (-OP)           </div>															10,220 11.9 CBS EVENING NEWS-SUNDAY
	AVERAGE AUDIENCE (Households (000) & %)		8.6*		10.7*		6.6		7.6*		6.3*	6.3*	6.7*				8,500 9.9
	SHARE OF AUDIENCE %		24 *		29 *		17		21 *		17 *	16 *	16 *				21
	AVG. AUD. BY ¼ HR. %	7.9	9.2	10.2	11.2	8.9	7.5	6.7	5.9	5.9	6.6	6.9	6.5	9.4	10.3		10.3
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	10,050 11.7 <div>             LONG BEACH GRAND PRIX              (2:00-4:00PM)           </div>															9,020 10.5 NBC NIGHTLY NEWS-SUN
	AVERAGE AUDIENCE (Households (000) & %)		2.6*		2.7*		4.7		3.4*		4.8*	5.4*	5.3*				7,730 9.0
	SHARE OF AUDIENCE %		1 *		1 *		12		9 *		13 *	14 *	13 *				18
	AVG. AUD. BY ¼ HR. %	2.6	2.7	2.7	2.7	2.9	3.9	4.7	4.9	5.2	5.6	5.6	4.9			8.9	9.0
TV HOUSEHOLDS USING TV		WK 1	34.6	34.7	34.9	35.0	35.7	36.8	37.1	38.3	39.2	40.4	41.6	44.1	46.2	46.5	48.1
(See Def. 1)		WK 2	36.6	37.0	37.1	38.2	38.0	37.2	37.5	37.8	39.2	40.5	41.7	42.7	45.6	47.7	50.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

DAY SUN. APR. 20, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	■	■			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	%			
EVENING MONDAY																		
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45								9,020	10.5	9,020	10.5	15	10.5		
ABC ABC MONDAY NIGHT MOVIE	2	9.39-11.39PM	-GRID 11.00 11.15 11.30								21,560	25.1	12,540	14.6	24			
															15.2 14.7 14.5*	28* 31*	14.5	
ABC ABC NEWSBRIEF-MON	1	9.55- 9.57PM	9.45															
	2	10.39-10.40PM	10.30	12,970	15.1	12,710	14.8	23	14.8									
CBS AMERICAN PORTRAIT-SUS.(SUS)	2	8.58- 8.59PM	8.45										11,340	13.2	11,340	13.2	22	13.2
CBS ATTACK ON LIBYA SP RPT(SUS)	2	9.08-10.00PM	9.00															
CBS REAGAN ATTACK ON LIBYA(SUS)	2	9.00- 9.08PM	9.00															
NBC 21ST COUNTRY MUSIC AWARDS(S)	2	9.51-11.52PM	-GRID 11.00 11.15 11.30 11.45								21,650	25.2	12,970	15.1	26			
															14.1* 12.9*	26* 29*	13.6 13.3 12.0	
EVENING TUESDAY																		
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	12,800	14.9	12,800	14.9	23	14.9		11,680	13.6	11,680	13.6	21	13.6		
EVENING WEDNESDAY																		
ABC MACGYVER	1	8.40- 9.40PM	-GRID 9.30	21,560	25.1	15,380	17.9	27	20.4									
								20.4*	31*				12,370	14.4	12,370	14.4	22	14.4
ABC ABC BUSINESS BRIEF-WED	2	8.58- 8.59PM	8.45															
	1	9.38- 9.39PM	9.30	14,430	16.8	14,430	16.8	25	16.8									
ABC DYNASTY	1	9.40-10.40PM	-GRID 10.30	22,080	25.7	18,040	21.0	33	21.3									
								21.3*	36*				13,230	15.4	13,230	15.4	24	15.4
ABC ABC NEWSBRIEF-WED	2	9.58- 9.59PM	9.45															
	1	10.38-10.39PM	10.30	14,430	16.8	14,430	16.8	28	16.8									
ABC HOTEL	1	10.40-11.40PM	-GRID 11.00 11.15 11.30	18,210	21.2	14,170	16.5	33										
								16.7* 15.0*	35* 36*									
CBS FAST TIMES	1	8.39- 9.09PM	-GRID 9.00	12,110	14.1	9,190	10.7	17										
									12.1									
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58- 8.59PM	8.45															
	1	9.08- 9.09PM	9.00															
CBS CBS WEDNESDAY NIGHT MOVIE	1	9.09-11.09PM	-GRID 11.00	17,350	20.2	10,310	12.0	20										
								13.5* 13.3*	28* 22*									
NBC HIGHWAY TO HEAVEN	1	8.40- 9.40PM	-GRID 9.30	20,360	23.7	14,950	17.4	26										
								17.6* 13.7	26* 22									
NBC BLACKIE'S MAGIC	1	9.40-10.40PM	-GRID 10.30	16,320	19.0	11,770	13.7	22										
								13.3* 9.7	22* 20									
NBC ST. ELSEWHERE	1	10.40-11.40PM	-GRID 11.00	12,200	14.2	8,330												
									9.6									
CONT'D																		

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	A/K #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING WEDNESDAY-CONT'D																	
NBC ST. ELSEWHERE-CONT'D				11.15 11.30				9.4* 20* 8.9* 21*	9.2 8.9								
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU				9.58- 9.59PM	9.45	10,140	11.8	10,140	11.8	18	11.8	11,420	13.3	11,420	13.3	21	13.3
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI				1 8.43- 8.44PM	8.30	10,480	12.2	10,480	12.2	21	12.2	12,280	14.3	12,280	14.3	25	14.3
				2 8.44- 8.45PM	8.30												
ABC ABC NEWSBRIEF-FRI				1 9.28- 9.29PM	9.15	7,040	8.2	7,040	8.2	13	8.2	8,070	9.4	8,070	9.4	16	9.4
				2 9.58- 9.59PM	9.45												
CBS AMERICAN PORTRAIT SUS(SUS)				8.58- 8.59PM	8.45												
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT				8.58- 8.59PM	8.45	6,360	7.4	6,360	7.4	13	7.4	5,500	6.4	5,500	6.4	11	6.4
ABC ABC NEWSBRIEF-SAT.				1 9.58- 9.59PM	9.45	6,870	8.0	6,870	8.0	14	8.0						
				2 10.02-10.03PM	10.00							8,930	10.4	8,930	10.4	20	10.4
CBS SPORTSBREAK-SAT				8.58- 8.59PM	8.45	10,050	11.7	10,050	11.7	20	11.7	9,110	10.6	9,110	10.6	19	10.6
CBS NEWSBREAK-SAT.				1 9.50- 9.54PM	9.45	7,650	8.9	7,390	8.6	15	8.6						
				2 9.58- 9.59PM	9.45							7,300	8.5	7,300	8.5	16	8.5
NBC NBC NEWS DIGEST-SAT				8.58- 8.59PM	8.45	11,510	13.4	11,510	13.4	23	13.4	10,310	12.0	10,310	12.0	22	12.0
NBC NBC NEWS DIGEST-2-SAT.				1 9.58- 9.59PM	9.45	10,650	12.4	10,650	12.4	22	12.4						
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN				1 8.23- 8.24PM	8.15	10,910	12.7	10,910	12.7	19	12.7	15,380	17.9	15,380	17.9	27	17.9
				2 8.54- 8.55PM	8.45												
ABC ABC NEWSBRIEF-SUN.				1 9.58- 9.59PM	9.45	8,070	9.4	8,070	9.4	14	9.4	14,430	16.8	14,430	16.8	26	16.8
				2 9.48- 9.49PM	9.45												
CBS SPORTSBREAK-SUN				8.58- 8.59PM	8.45	16,490	19.2	16,490	19.2	28	19.2	17,350	20.2	17,350	20.2	31	20.2
CBS NEWSBREAK-SUN.				1 9.59-10.00PM	9.45	13,310	15.5	13,310	15.5	22	15.5						
				2 9.58- 9.59PM	9.45							13,740	16.0	13,740	16.0	25	16.0
NBC NBC NEWS DIGEST-SUN				8.58- 8.59PM	8.45	12,890	15.0	12,890	15.0	22	15.0	6,010	7.0	6,010	7.0	11	7.0
NBC NBC NEWS DIGEST-2-SUN.				2 10.02-10.03PM	10.00												
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE				11.30 11.45 12.00		7,040	8.2	5,670	6.6	20	7.3 6.0 5.2	8,850	10.3	7,220	8.4 8.5* 6.3*	24 24* 23*	9.2 7.9 6.5
ABC ABC NEWS:NIGHTLINE-MO (B)				2 12.09- 1.06AM	12.00 12.15 12.30 12.45 1.00												
												10,910	12.7	7,650	8.9 10.3* 8.3* 6.4*	36 35* 38* 36*	10.4 10.3 7.6 6.4
ABC ABC NEWS:NIGHTLINE-TUE(B)				2 12.00 12.30AM	12.00 12.15							8,250	9.6	7,300	8.5	30	9.1 8.0
ABC ABC NEWS:NIGHTLINE-WED(B) CONT'D				1 12.10 12.40AM	12.00	6,100	7.1	4,980	5.8	24	6.4	WED.					

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC NEWS:NIGHTLINE-WED(B)-CONT'D																			
			12.15						5.9	WED.									
			12.30						5.3	WED.									
ABC EYE ON HOLLYWOOD		>	12.00	1,370	1.6	1,200	1.4	7	1.4	MTUTHF	1,460	1.7	1,120	1.3	6	1.3	W-F		
			12.15						1.3	MTUTHF						1.0	W&TH		
			12.30						1.4	M & TH						1.5	TH&F		
			12.45													1.5	TH&F		
			1.00													1.3	FRI.		
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	11,340	13.2	11,340	13.2	20	13.2	MTUTH	10,570	12.3	10,570	12.3	19	12.3	TU&TH		
CBS NEWSBREAK-M-F		>	9.45	9,530	11.1	9,530	11.1	18	11.7	M-F	11,250	13.1	11,250	13.1	21	12.4	TU-F		
			10.00						8.9	WED.						14.9	TUE.		
CBS CBS LATE NIGHT I		>	11.30	5,330	6.2	3,610	4.2	16	5.1	M-F	6,180	7.2	4,210	4.9	17	5.3	M-F		
			11.45				4.6*	15*	4.3	M-F						4.8	M-F		
			12.00						4.2	M-F						5.1*	15*		
			12.15				4.2*	17*	4.1	M-F						4.8	M-F		
			12.30						4.0	M-F						4.8*	19*		
			12.45				3.8*	18*	3.5	M-F						4.7*	23*		
CBS MASTERS GOLF HILITES-FRI(S)	1	11.30-11.45PM	11.30	4,300	5.0	4,120	4.8	12	4.8	FRI.									
CBS MASTERS GOLF HILITES-THU(S)	1	11.30-11.45PM	11.30	5,240	6.1	4,900	5.7	16	5.7	THU.									
CBS CBS LATE NIGHT II		>	12.30	3,260	3.8	2,410	2.8	17	3.8	M-F	3,520	4.1	2,660	3.1	18	3.7	M-F		
			12.45				3.2*	17*	3.1	M-F						3.3*	17*		
			1.00						2.9	M-F						2.9	M-F		
			1.15				2.8*	18*	2.6	M-F						2.9*	18*		
			1.30						2.4	W-F						2.8	M-F		
			1.45				2.1*	15*	1.4	W-F									
		VARIOUS TIMES (SUS)																	
CBS CBS NEWS NIGHTWATCH-1		>	2.00	940	1.1	860	1.0	10	1.1	M-THSU	1,290	1.5	1,120	1.3	13	1.4	M-THSU		
			2.15						1.0	M-THSU						1.3	M-THSU		
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	~GRID	1,200	1.4	1,120	1.3	16		M-THSU	1,630	1.9	1,370	1.6	20		M-THSU		
			2.30						1.3	M-THSU						1.6	M-THSU		
			2.45						1.3	M-THSU						1.6	M-THSU		
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM		1,980	2.3	1,120	1.3	23	1.5	M-THSU	2,410	2.8	1,290	1.5	27	1.7	M-THSU		
			3.15				1.4*	20*	1.4	M-THSU						1.7*	24*		
			3.30						1.4	M-THSU						1.6	M-THSU		
			3.45				1.4*	23*	1.3	M-THSU						1.6*	26*		
			4.00						1.3	M-THSU						1.5	M-THSU		
			4.15				1.3*	24*	1.3	M-THSU						1.5*	27*		
			4.30						1.3	M-THSU						1.5	M-THSU		
			4.45				1.2*	24*	1.2	M-THSU						1.4*	28*		
			5.00						1.1	M-THSU						1.3	M-THSU		
			5.15				1.1*	22*	1.1	M-THSU						1.3*	27*		
			5.30						1.1	M-THSU						1.3	M-THSU		
			5.45				1.1*	21*	1.1	M-THSU						1.3*	25*		
NBC NBC NEWS DIGEST-M-F		>	8.45	10,220	11.9	10,220	11.9	18	12.3	M-F	9,710	11.3	9,710	11.3	17	11.2	M-F		
			9.00													11.3	TUE.		
			9.30						10.3	WED.									
NBC NBC NEWS DIGEST-2-M-F CONT'D		9.58- 9.59PM	9.45	10,050	11.7	10,050	11.7	18	11.7	TU&TH	7,820	9.1	7,820	9.1	15	7.4	MW		

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	#K #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVERNING MONDAY-FRIDAY-CONT'D			10.45																
NBC NBC NEWS DIGEST-2-M-F-CONT'D			11.30	7,990	9.3	4,900	5.7	20	6.9	M-F	8,590	10.0	5,410	6.3	22	12.6	MON.		
NBC TONIGHT SHOW		>	11.45				6.5*	19*	6.0	MTUTHF				7.9	7.9	M-F			
			12.00						5.8	M-F				7.1	7.1	TU-F			
			12.15				5.4*	21*	5.1	M-F				6.8	6.8	TU-F			
			12.30						5.3	WED.				5.7	5.7	TU-F			
			12.45				5.1*	25*	4.9	WED.				4.9	4.9	MON.			
			1.00				4.1*	24*	4.1	WED.				4.5*	20*	4.0	MON.		
			1.15											3.4	3.4	MON.			
NBC DAVID LETTERMAN I		>	12.30	3,870	4.5	3,260	3.8	21	4.1	M-TH	3,350	3.9	2,830	3.3	18	3.6	MON.		
			12.45						3.8	MTUTH						3.8	M-TH		
			1.00						3.8	WED.						3.4	TU-TH		
			1.15						3.3	WED.									
			1.30						3.0	WED.									
			1.45																
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,760	6.7	2,830	3.3	17	4.9	FRI.	5,580	6.5	2,580	3.0	16	2.7	MON.		
			12.45				4.5*	19*	4.1	FRI.				3.9*	17*	4.5	FRI.		
			1.00						3.7	FRI.						3.4	FRI.		
			1.15				3.4*	18*	3.0	FRI.				2.7*	15*	2.9	FRI.		
			1.30						2.3	FRI.						2.5	FRI.		
			1.45				2.2*	15*	2.1	FRI.				2.3*	15*	2.5	FRI.		
																2.2	FRI.		
NBC DAVID LETTERMAN II		>	1.00	2,920	3.4	2,410	2.8	20	3.2	M-TH	2,750	3.2	2,320	2.7	19	3.1	M-TH		
			1.15						2.6	MTUTH						2.7	TU-TH		
			1.30						2.7	WED.									
			1.45						2.5	WED.									
			2.00						2.0	WED.						2.2	MON.		
			2.15													2.1	MON.		
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,630	1.9	1,630	1.9	17	1.9	M-F	2,060	2.4	1,890	2.2	18	2.2	M-F		
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,660	3.1	2,410	2.8	17	2.8	M-F	3,090	3.6	2,920	3.4	19	3.4	M-F		
ABC GOOD MORN AMER-TUE-830(B)	2	8.30- 8.51AM	8.30								4,720	5.5	4,210	4.9	18	4.9	TUE.		
			8.45													5.1	TUE.		
ABC ABC SPECIAL REPORT-9:23A(SUS)	2	9.23- 9.51AM	9.15														TUE.		
ABC ABC SPECIAL REPORT-12:17P(SUS)	2	12.17-12.28PM	12.15														WED.		
ABC ABC DAYTIME NEWSBRIEF-M-F	1	2.58- 2.59PM	2.45	6,530	7.6	6,530	7.6	26	7.6	M-F									
	2	>	2.45								7,130	8.3	7,040	8.2	28	8.1	M-F		
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00								8,420	9.8	4,900	5.7	16	6.3	WED.		
			4.15											6.1*	18*	6.0	WED.		
			4.30													3.8	WED.		
			4.45											5.3*	15*	6.8	WED.		
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	2,060	2.4	1,460	1.7	14	1.6	M-F	2,320	2.7	1,800	2.1	16	1.9	M-F		
			6.45						1.9	M-F						2.2	M-F		
CBS CBS MORNING NEWS 2-TUE(B)	2	8.30- 8.55AM	8.30								2,490	2.9	2,230	2.6	10	2.7	TUE.		
			8.45													2.4	TUE.		
CBS CBS NEWS SPL RPT:LIBYA 1(SUS)	2	9.23- 9.55AM	9.15														TUE.		
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,670	6.6	5,410	6.3	26	6.3	M-F	6,180	7.2	5,930	6.9	27	6.9	M-F		



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
CBS CBS NEWS SPL RPT:LIBYA 2(SUS)	2	1.01- 1.07PM	1.00														TUE.
CBS CBS NEWS SPL RPT:LIBYA 3(SUS)	2	1.56- 2.09PM	1.45														TUE.
CBS NEWSBREAK-3.44		>	3.30	5,410	6.3	5,410	6.3	20	6.2	M-F	4,720	5.5	4,720	5.5	17	5.5	M-F
			3.45						6.7	M-F							
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,550	5.3	4,550	5.3	17	5.3	MWF	4,470	5.2	4,470	5.2	17	5.2	MWF
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.							THU.
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.							TUE.
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	3,440	4.0	2,410	2.8	18	2.2	M-F	4,040	4.7	2,920	3.4	20	2.7	M-F
			6.45						3.4	M-F						4.1	M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,120	4.8	4,120	4.8	17	4.8	MWF	4,040	4.7	4,040	4.7	17	4.7	MWF
DAY SATURDAY																	
ABC ABC FUN FIT-8:25AM		8.25- 8.29AM	8.15	3,180	3.7	2,490	2.9	14	2.9		2,490	2.9	1,890	2.2	11	2.2	
ABC ABC FUN FIT-11:55AM		11.55-11.59AM	11.45	2,580	3.0	2,060	2.4	9	2.4		3,350	3.9	2,580	3.0	12	3.0	
ABC PRO BOWLERS TOUR		3.00- 4.33PM	4.30	6,960	8.1	4,210	4.9	14	4.8		7,650	8.9	4,300	5.0	16	6.1	
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45														
CBS ASTRO MINUTE-11.26AM		11.26-11.29AM	11.15	4,380	5.1	3,950	4.6	17	4.6		4,210	4.9	3,870	4.5	18	4.5	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,780	4.4	3,350	3.9	15	3.9		2,920	3.4	2,660	3.1	12	3.1	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	2,580	3.0	2,320	2.7	10	2.7		2,150	2.5	1,980	2.3	9	2.3	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	4,210	4.9	4,120	4.8	24	4.8		3,780	4.4	3,780	4.4	22	4.4	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,380	5.1	4,040	4.7	20	4.7		4,550	5.3	4,380	5.1	23	5.1	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	5,580	6.5	5,410	6.3	25	6.3		6,360	7.4	6,180	7.2	27	7.2	
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	5,070	5.9	4,980	5.8	22	5.8		5,500	6.4	5,410	6.3	25	6.3	
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	3,440	4.0	3,260	3.8	14	3.8		4,380	5.1	4,210	4.9	19	4.9	
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.16PM	1.15	4,210	4.9	3,780	4.4	16			3,780	4.4	3,440	4.0	16		
	2	1.00- 1.18PM	1.15						4.5							4.1	
DAY SUNDAY																	
CBS FOR OUR TIMES(SUS)	2	6.00- 6.30AM	6.00														
CBS NBA PLAYOFF GAME-1	2	1.00- 4.14PM	4.00								16,660	19.4	6,960	8.1	23	10.9	
														10.9*	29*		
CBS MASTERS GOLF TOURN.-SUN(S)	1	3.00- 6.20PM	6.00	14,690	17.1	6,440	7.5	20	11.6								
			6.15						10.5								
CBS CBS EVENING NEWS-SUNDAY	1	6.20- 6.30PM	6.15	6,530	7.6	7,220	8.4	18	8.4								

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**NIelsen NATIONAL TV RATINGS REPORT**  
**2ND APRIL 1986 REPORT**  
**April 7-20, 1986**

**Nielsen NATIONAL TV AUDIENCE ESTIMATES**

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME						NO. OF T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK 3	DAY	START TIME	DUR	NET	PRG. TYPE†	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
PAGE 43															
WEEKEND DAYTIME															
HERITAGE GOLF CLASSIC-SAT(S)						192		95		A	2.4	8	206		
2 SAT. 2.00P 90 CBS SE															
2.00-2.30										A	2.0	7	172		
2.30-3.00										A	2.4	8	206		
3.00-3.30										A	2.8	9	241		

# Bulletin

May 2, 1986

## THE PRESIDENT'S APRIL 9 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Wednesday, April 9, 1986, at 8:00-8:39PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>PERCENT</u>	<u>MILLIONS</u>
Total Audience		
Households	43.4	37.3
Average Audience		
Households	36.8	31.6
Total Persons*	22.9	51.4
Total Women	26.3	23.5
18-49	17.6	9.9
Total Men	25.1	20.2
18-49	20.5	11.2
Total Teens	14.1	2.9
Total Children*	14.3	4.8

\*Excluding children under 2 years of age.

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